

Annik LaRoche Bradford

annik@attachecommunications.ca
[attachecommunications.ca](mailto:annik@attachecommunications.ca)
(514) 978-3500

Summary

Experienced marketing and communications professional with excellent strategic planning skills, extensive experience in team and project management and a clear focus on conversion.

Functional Skills

- Perfectly bilingual in French and English, with a basic understanding of Spanish
- Excellent time and priority management skills
- Public speaking and media interview experience
- Superior business process planning and optimization aptitudes
- Devoted team player with increased abilities in developing solid relationships with coworkers and suppliers
- Experience in content copy writing, proof reading, and translation
- Extensive budget management experience
- Excellent understanding of new technologies and social media networks
- Ability to work well under high pressure and stress

Experience

May 2010 - Current, Attaché Communications, Montréal, QC

Managing Director

- Translation (French to English, English to French)
- Copy writing and content editing (press releases, promotional material, websites, etc.)
- Development of strategic communications plans

May 2013 – January 2015, Tremblant Resort Association, Mont-Tremblant, QC

Marketing Manager

- Development, roll out and performance tracking of marketing campaigns
- Strategic planning and product development to meet the resort's goals
- Collaboration with the public relations, web, social media, programming and operations teams to deploy integrated marketing tactics
- Management of Tremblant's brand and supervision of its use in the various distribution channels
- Implementation of business intelligence tools and data analysis
- Management of a \$ 2M budget and a 2-person team

August 2010 – April 2013, Raymond Chabot Grant Thornton, Montréal, QC

Consultant – Communications and Business Development

- Design and implementation of business development campaigns
- Planning and supervision of various client events (from 15 people up to 900 people per event)
- Development and execution of internal and external communications campaigns
- Content writing for various internal and external clients

October 2008 - March 2010, Canadian Mountain Holidays, Banff, AB

Client Services, Galena Lodge (luxury backcountry heliskiing lodge)

- Store management : sales, inventory, merchandising, ski fleet maintenance and repairs
- Kitchen and housekeeping support
- Lodge and client services team management, during the summer months

Work Experience (continued)

August 2007 - September 2008, Banff Lake Louise Tourism, Banff, AB
Manager, Media Relations

- Development and execution of media relations tactics
- Promotion and dissemination of company brand
- Pitching and hosting of media visits
- Overseeing of annual media coverage (\$30 million in value)

January 2007 - August 2007, Banff Lake Louise Tourism, Banff, AB
Sales & Marketing Coordinator, Western Canada

- Development and execution of marketing tactics
- Tradeshow and event planning
- Coordination of media buys and campaign reporting

July 2006 – January 2007, Brewster Inc., Banff, AB
Sales & Marketing Coordinator

- Special event and familiarization tour planning and organizing
- Regular reporting and database maintenance
- Invoicing, accounting and budget-tracking

Education

2015 – Current, Université de Montréal
Certificate, Translation I

2002 – 2005, University of Ottawa
B.A. Organizational Communications

Training includes topics such as public speaking, public relations, marketing, interpersonal communications, advertising, corporate management, event planning & communications planning.

Volunteer Work

April 2015 – Present
Centre for Affordable and Sanitation Technology (CAWST)

- Translation of various promotional materials

March 2015 – Present
Free The Children

- Public Relations at We Day Montreal 2015

May 2010 – June 2012
Jeune Chambre de commerce de Montréal

- Member of the *Collaborateurs* committee

Hobbies

Photography, downhill skiing, reading, piano, cooking, indie music, scuba diving, outdoor activities

References

Available upon request

Languages

French
English
Basic Spanish

Computer Skills

Office Suite (Outlook, Word, Excel, Publisher, Access, PowerPoint), Adobe Suite (Photoshop, Premiere, Lightroom), Flash, Maximizer, Quicken, FileMaker