
BEN BAKER

Richmond, BC

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US and Canadian Citizen

SENIOR-LEVEL COMMUNICATIONS & ENGAGEMENT EXECUTIVE

Expertise in Strategy / Stakeholder Relations and Engagement / Brand Management/ Storytelling

Recipient, Bronze Medal—PPAI Image Award for Branding (2017) and Nominee, Small Business BC Awards (2019).

A globally focused, results-driven Senior Branding, Marketing, Communications and Engagement Professional who thrives in fast-paced, multi-faceted, and complex work environments. 25+ years of demonstrated branding, storytelling, and communications expertise in the B2B realm, focused on discovering needs and building trusted brands and relationships. Passionate about crafting strategies, stories, and solutions that are listened to, understood, valued, internalized, recalled, and engaged with across mediums and cultures. Skilled at driving awareness, building brands, stakeholder engagement, and achieving corporate goals by reaching internal and external stakeholders in ways that compel them to perceive value, understand goals and direction, and act accordingly.

CORE COMPETENCIES

- ◆ Global Brand and Communications Strategist and Executor
- ◆ Planning, Developing and Executing large-scale client events
- ◆ Digital Innovation
- ◆ Visionary, Data-Driven and Strategic Problem Solver
- ◆ Partner and Internal/External Stakeholder Relationship Builder
- ◆ Brand Developer and Communicator through Multi-Channel Storytelling
- ◆ Thrives in a Dynamic & Multi-Faceted Environment
- ◆ Results-Driven Campaign Developer
- ◆ Technology Integrator
- ◆ Media Relations
- ◆ Change Management
- ◆ Collaborator, Facilitator and Educator
- ◆ Budget Management
- ◆ Coach, Team Builder & Leader

PORTFOLIO

- ◆ [LinkedIn](#)
- ◆ [YouTube](#)
- ◆ [Published Books on Brand and Crisis Management](#)
- ◆ [Articles and eBooks](#)
- ◆ [Thought Leadership](#)
- ◆ [5 ½ Year YourLivingBrand Podcast](#)
- ◆ [2+ Year GnawOnThis Podcast](#)
- ◆ [Case Studies](#)

PROFESSIONAL EXPERIENCE

DIRECTOR OF COMMUNICATIONS, YOUR BRAND MARKETING

January 2008 - Present

Successful communications consultant and entrepreneur specializing in partnering with senior-level clients, partners, stakeholders and employees at all levels. Able to understand specific needs, develop strategies, systems, and tactics, and build trust to achieve mutually agreed-upon goals in meaningful and profitable ways. Worked with clients globally in industry, healthcare, and government sectors to differentiate, drive alignment and compel engagement.

- Selected Achievements -

- ◆ Created and managed brand strategy and tactics across channels to drive upwards of 30% increase in awareness, interest, engagement, and adoption of various products and services within healthcare stakeholder groups, resulting in exponential growth, brand recognition, and goal alignment.
- ◆ Demonstrated strengths in cultivating, building, and maintaining outstanding relationships with stakeholders at various levels across numerous industry sectors for my government and industry clients. Enabling them to reach their stakeholder alignment goals more rapidly, cost-effectively, profitably, and with reduced stress levels through multi-channel engagement strategies.
- ◆ Skilled at leading multi-faceted and complex healthcare communications initiatives from start to finish with multi-million-dollar budgets. Choreographed input from internal and external stakeholders, creatively overcoming any risks/obstacles preventing on-time and on-goal delivery.

- ◆ Passionate leader of people, enabling and empowering them to work optimally in hybrid, work-from-office or work-from-home environments, leading to increased team engagement of more than 20%. Focused on team wins, goals and accountability through clearly communicated and understood expectations. I believe in leadership from the middle and coaching and mentoring to create the next generation of leaders.
- ◆ Worked across divisions, departments, and budgets and channels to understand key corporate goals and objectives and deliver content internally and externally that facilitates a 35% increase in conversation, resulting in successfully driving significant change, growth, and profits.

OTHER PROFESSIONAL EXPERIENCE

VCR PRINT LTD., Marketing and Branding Consultant, Vancouver, BC

Gained early-career consulting expertise, providing branding/marketing support through one of Western Canada's top print management and graphic communications firms. Helped the company continually expand its client base and successfully adapt its services to meet the dramatic changes of the new millennium.

25 + years of brand development through trade show marketing, direct mail and marketing, promotional marketing, social media, video production, podcasting and media relations leading to multi-million profits for clients across various market segments.

SERVED CLIENTS ACROSS A RANGE OF INDUSTRIES:

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|---|---------------------------------|
| ◆ Private Enterprise Mid-to-large organizations | ◆ Construction |
| ◆ Travel and Tourism | ◆ Retail |
| ◆ Healthcare | ◆ First-Responder Organizations |
| ◆ Municipal, provincial, and federal government | ◆ Communications |
| ◆ Insurance | ◆ Gaming |
| ◆ Logistics | ◆ Manufacturing |

The net result for all clients is transforming them from where they are to where they desire to be through active listening, effective two-way communication, and creative stakeholder relations.

OTHER ENDEAVOURS

- ◆ **Software Proficiency** | MS Office, Database, Adobe Creative Suite, CRM, Video, Email Marketing, WordPress, Elementor and Social
- ◆ **Honours & Awards** | Recipient, Bronze Medal—PPAI Image Award for Branding (2017) and Nominee, Small Business BC Awards (2019)
- ◆ **Mentor** | More than a decade of mentoring youth at BCIT, SFU, LANGARA and through PPAI and PromoKitchen
- ◆ **Volunteer:** 2010 Olympic Protocol Team, www.stevestonsalmonfest.ca Trade Show Manager (7 Years)

EDUCATION

University of Victoria – Bachelor of Arts, Political Science

Victoria, BC

Hebrew University of Jerusalem – One Year Program, International Relations

Jerusalem, Israel

References Available Upon Request