
BEN BAKER

Richmond, BC

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US and Canadian Citizen

SENIOR-LEVEL COMMUNICATIONS & BRAND EXECUTIVE

[READ MY CASE STUDIES HERE](#)

**Brand and Communications Strategy and Tactics / Stakeholder Relations and Engagement / Storytelling / Leadership
Recipient, Bronze Medal—PPAI Image Award for Branding (2017) and Nominee, Small Business BC Awards (2019).**

A globally focused, results-driven Senior Branding and Communications Professional who thrives in fast-paced, multi-faceted, and complex work environments. 25+ years of demonstrated branding, storytelling, and communications expertise in transportation, healthcare, government, entertainment, and logistics, 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 internal and external stakeholders and clients. 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

- ◆ Strategic Brand Development and Multi-Channel Storytelling
- ◆ Results-Driven Marketing Campaign Execution
- ◆ Performance Marketing driving Business Outcomes
- ◆ Data-Driven Decision-Making and Insights
- ◆ Planning, Developing, and Executing Large-Scale Client Engagement
- ◆ Customer Loyalty and Advocacy Programs
- ◆ Creative Instincts with Executional Excellence
- ◆ Stakeholder Collaboration and Influence
- ◆ Cross-Divisional Change Leadership
- ◆ Brand Equity Identification and Building
- ◆ Budget and Timeline Management
- ◆ Team Leadership, Coaching, and Development

PORTFOLIO

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

WORK EXPERIENCE

<i>YOUR BRAND MARKETING</i>	CEO/DIRECTOR OF COMMUNICATIONS	JAN 2008 – DEC 2024
<i>VCR PRINT LTD.</i>	COMMUNICATIONS CONSULTANT	APRIL 2009- DEC 2007

SELECTED ACHIEVEMENTS

BRAND BUILDING:

- ◆ Strategically involved in the rebranding of Canadian Airlines to their Goose Logo and integrating them into the OneWorld program, ensuring seamless connectivity and enhanced guest loyalty.
- ◆ Developed a campaign for the City of Edmonton to implement smoke-free premises in bars and restaurants. Achieved a net increase in patronage and revenues city-wide, overturning industry expectations of a 25% decrease.
- ◆ Identified and built brand equities for diverse clients, connecting their stories with audiences to drive relevance and loyalty.

MARKETING EXECUTION:

- ◆ Designed, developed, and implemented a loyalty direct marketing campaign for a casino client, achieving a 45% monthly in-house redemption rate and driving multi-million-dollar revenues over three years.
- ◆ Enhanced a US grocery chain's loyalty program, creating variable coupons that drove a 25% increase in the purchase of store-branded items, increasing store margins by 10%.
- ◆ Oversaw cross-functional marketing calendar development, budget planning, and multi-channel campaign execution, consistently achieving business outcomes.

BUSINESS DRIVER:

- ◆ Developed multi-channel marketing campaigns for government and industry clients increasing awareness and adoption levels by over 30%.
- ◆ Innovated efficiency in marketing spend, linking activities to tangible business outcomes and delivering quantifiable brand goals.
- ◆ Consulted with clients to transform customer research insights into actionable strategies that drove brand strength and differentiation.

LEADERSHIP:

- ◆ Resilient, adaptive, and creative leader focused on recruiting, retaining, and developing top talent. Successfully built high-performing teams that consistently delivered exceptional results.
- ◆ Coached and mentored emerging leaders through industry initiatives, fostering growth and career advancement.
- ◆ Recognized as a bold executive leader with a vision to drive innovation, leveraging data, experience, and instinct to achieve strategic goals.
- ◆ Led a team of 30 across two countries to manage a client from \$75M to \$100M in sales over two years.

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