

# Kate Bonnycastle

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## Copywriting-Editing – Strategic Communications – Branding – PR

I am a Marketing and Public Relations professional with 20+ years experience creating clear, persuasive communications. Working agency, client-side and as a freelancer, I've led numerous teams to deliver breakthrough branding, marketing and PR programs for blue chip clients.

### Copywriting credits

I have extensive experience crafting advertising and long-format copy; web copy; brochures; annual reports; media materials; statement and bill inserts; direct mail and e-mail communications; RFP responses and new business pitches.

### Branding Success

I played a key role in the visual and tonal rebranding of Canada's largest credit union, an effort that was recognized with the International Rebrand 100 Award of Distinction, 2006 and BCAMA Marketer of the Year, 2005. I am a brand champion and writing partner for a wide range of other businesses and organizations, bringing a distinct voice to their business communications.

### Marketing Communications Management

I have led a cross-section of client, creative, media and web technology teams to deliver effective, timely and profitable communications solutions. I've managed good news messages and crisis communications, building loyalty and strategic short promotions, B2B and B2C, for organizations from Vancouver to Halifax.

## Professional Experience

### Freelance

Currently

Marketing consultant; PR consultant; Online content consultant; Copywriter  
Client List: numerous individual entrepreneurs in Canada, the US and Europe; Vancity Credit Union (Vancouver); Interior Savings Credit Union (Kelowna); King's-Edgehill School (Windsor); J.D. Irving Ltd. (Saint John); Lindsay Construction (Halifax); Sacred Heart School (Halifax); Extreme Group (Halifax); Trampoline Branding (Halifax); 20-20 Communications (Vancouver); MoreinStore (Halifax).

### Vancity Credit Union, Vancouver BC

2004 – 2008

Brand Identity Manager

Supervised visual and tonal rebrand for over 1200 touchpoints; managed \$800K budget; member of the leadership team for brand education, branch redesign, ATM and VISA card design, and language overhaul.

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## **Cossette Atlantic Communications, Halifax NS**

**1998 – 2004**

Account Director

Client List: McDonald's Restaurants of Canada, Ronald McDonald House Atlantic (Board Member), High Liner Foods Inc., Aliant Telecom Inc., Nova Scotia Power Inc., CompuCollege – Atlantic Franchised Schools

## **Shandwick PR, Edmonton AB and Halifax NS**

**1997**

Account Coordinator

Client List: Labatt's and Oland's Breweries Canada, Telus Inc., Canadian Association of Petroleum Producers, Syncrude Canada, Theatre Network

## **Education**

1997 Public Relations Diploma from Grant MacEwan Community College, Edmonton AB

1990 Bachelor of Arts, Honours, Philosophy from University of Toronto, Toronto ON

## **Professional Association and Development**

Member of PLAIN Language Association International (since August 2013)

Member of MENSA (since January 2015)

Hubspot Inbound Marketing Certification (online; renewed annually since 2013)

## **Volunteer Participation**

Walterdale and Phoenix Theatres (Edmonton); Ronald McDonald House (Halifax); Rocky Lake Development Association (Bedford, NS); Autism Nova Scotia (Halifax); Sunnyside Elementary Home & School Association