

ALISON CARTIER

BUSINESS DEVELOPMENT & COMMUNICATIONS



ABOUT

Alison Cartier applies equal parts strategy and creativity to engage, educate, and empower the people essential to turning a company's goals into results.

For the past few decades, I've been employed as a business developer, marketer, communicator, and writer. I've developed projects, secured funding, launched new products, designed award-winning print ads, built sales/partner channels, orchestrated conferences, photographed magazine covers, generated local and national media coverage, organized and emceed events, and spoken about the value of media relations to a roomful of rookies.

In each role, I've led teams and managed budgets; worked as part of a team and flown solo. I've met deadlines, multi-tasked, and worn many hats.

CONNECT

 [www.linkedin.com/alison-cartier](https://www.linkedin.com/in/alison-cartier)

PROFILE

A highly resourceful business development and communications generalist who works across multiple platforms dealing with a wide range of stakeholders and communication styles. Possesses a unique ability to translate expertise into easy-to-understand messages; a big-picture thinker and the drive and experience to be immediately effective in every role.

Here are some key achievements from the past two years:

4

PROJECTS
LAUNCHED

\$1m

INVESTOR
ACQUIRED

\$1m+

GRANT FUNDING
GENERATED

WORK

● BUSINESS DEVELOPMENT MANAGER 2021-2023 HYDRON ENERGY

As one of the first two employees with this clean-tech pre-commercial startup, my responsibilities varied from securing the company's first grant funding to designing the company logo, launching its website, creating its first PowerPoint presentation, and buying cream for our coffee. During my tenure, I defined multiple technology development programs, including resource allocations. I secured more than \$1 million in non-dilutive funding to support the product development needed to launch a new technology for biogas upgrading to renewable natural gas.

In addition, I branded our tradeshow booth, networked at conferences in Canada and the US, and arranged speaking opportunities. I wrote press releases, secured media coverage, and championed our social media channels. Along the way, I attracted project partners and secured a million-dollar investor and future joint-venture partner. Finally, I created structure amid chaos by shaping our strategic plans and goals.

EXPERIENCE (YEARS)

30

WRITING

25

MEDIA
RELATIONS

20

MARKETING
& BIZ DEV

16

STAKEHOLDER
ENGAGEMENT

14

WEBSITE
DESIGN

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SUMMARY OF ROLES

BUSINESS DEVELOPMENT
MANAGER

MARKETING MANAGER

MARKETING &
COMMUNICATIONS MANAGER

ENTREPRENEUR

CORPORATE SOCIAL
RESPONSIBILITY ADVISOR

COMMUNICATIONS MANAGER

COMMUNICATIONS &
STEWARDSHIP MANAGER

EDITOR

GRAPHIC DESIGNER

REPORTER

SKILLS

WRITING & COMMUNICATIONS

MARKETING & BRANDING

STAKEHOLDER ENGAGEMENT

BUSINESS DEVELOPMENT

MEDIA RELATIONS

EVENTS & TRADESHOWS

GRAPHIC DESIGN

INVESTOR RELATIONS

SEO

WORK (CONTINUED)

- MARKETING MANAGER** 2019-2020
GUARDFID
Worked the buyer's journey and marketing funnel stages to execute high-performing B2B demand generation campaigns for this real-time location systems company. Developed and implemented thought-leadership initiatives and content to drive brand awareness and lead generation. Measured performance across all channels, including SEO, SEM, social media, and PR.
- MARKETING & COMMUNICATIONS MGR.** 2015-2019
INVENTYS (SVANTE)
Led all marketing content programs, both internal and external, across multiple platforms and formats to grow awareness and cultivate new opportunities for this post-combustion carbon capture tech company. Responsibilities included brand repositioning, reviewing grant application materials and project proposals, shareholder communications, and partner marketing. I met with government reps and the media to increase engagement and share our story. In addition, I led the company's participation in industry functions and created the tradeshow materials and presentations.
- ENTREPRENEUR/CONTENT DIRECTOR** 2012-2015
NRG INK COMMUNICATIONS
Helped small- to medium-sized businesses develop unique and creative communication styles to elevate brand and sustainability awareness while engaging with their stakeholders, including media, shareholders, customers, community representatives, and prospects. Services included sustainability program development and reporting, iOS marketing, press release development and distribution, social media marketing, e-marketing strategies, media relations, lead generation campaigns, event planning, branding, brochure and technical document development, design, and content.
- SR. COMMUNICATIONS & CSR ADVISOR** 2010-2012
NOVAGOLD RESOURCES
Championed this mining company's Corporate Responsibility and GRI reporting programs while leading its internal and external corporate communication programs. Wrote, edited, and coordinated the production and promotion of the Company's annual integrated reports. Developed stakeholder engagement strategies. Bridged communication gaps between corporate and field-based project units. Created Gold4Green, an internal program to encourage employees to make better environmental and social choices at work and at home. Wrote and designed multiple corporate, media, and project fact sheets, two tradeshow booths, promotional materials, including ads, banners, templates, and pop-up displays.

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TOOLS

ADOBE INDESIGN



ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP



MICROSOFT WORD



MICROSOFT EXCEL



MICROSOFT POWERPOINT



WORDPRESS



MICROSOFT PROJECT



COMMUNITY SERVICE

TREASURER, BC LOWER MAINLAND PONY CLUBS

DISTRICT COMMISSIONER, CVPC

TEAM MANAGER, MINOR HOCKEY

REFEREE ALLOCATOR, MINOR HOCKEY

AWARDED PRESIDENT'S MERIT AWARD FOR MINOR HOCKEY VOLUNTEER WORK

WORKFORCE COMMUNICATIONS TEAM MEMBER, 2010 OLYMPICS

MIRACLE MAKER PANEL REP, CHILDREN'S MIRACLE NETWORK TELETHON

EMPLOYEE CAMPAIGN COORDINATOR, UNITED WAY

BOARD EXECUTIVE, DAYCARE

WORK (CONTINUED)

- MARKETING & COMMUNICATIONS MGR. 2007-2009**
GREENSTAR PLANT PRODUCTS
Directed this lawn & garden fertilizer manufacturer's \$350K marketing program. Doubled web traffic. Launched a new corporate image, generating the highest traffic and attention at trade shows. Managed direct reports.
- MARKETING & COMMUNICATIONS MGR. 2003-2007**
APPARENT NETWORKS
Developed marketing communication materials required to support sales plans and programs for this software developer. Wrote case studies. Initiatives led to value-added sales opportunities.
- COMMUNICATIONS & STEWARDSHIP MGR. 2002-2003**
BC CHILDREN'S HOSPITAL FOUNDATION
Developed a stewardship process to ensure all donors of \$10,000+ received an annual report outlining the department's progress and how they have directly influenced the care of children with their donations. Developed and designed new direct mail pieces. Changes resulted in increased donations through donor envelopes included in the magazine, including two uncultivated \$10,000+ donors.

PROFESSIONAL DEVELOPMENT

- GOOGLE ADS CERTIFICATION 2019**
- SUSTAINABILITY PRACTITIONER 2011**
- GRI SUSTAINABILITY TRAINING 2010**
- PUBLISHING PROGRAM 1999**
- MARKETING DIPLOMA 1993**
- JOURNALISM DIPLOMA 1986**

INTERESTS



FAMILY



HORSES



FARMING



CAMPING



PHOTOGRAPHY