Darnel St. Pierre

MARKETING & COMMUNICATIONS SPECIALIST

250-681-1645
darnelstpierre@gmail.com
linkedin.com/in/darnel-st-pierre/

Professional Summary

Marketing and communications professional with experience developing strategy, building marketing systems, and translating organizational goals into measurable results. Brings a broad cross-sector background spanning construction, higher education, tourism, and production, with strengths in communications strategy, content and storytelling, digital marketing, stakeholder engagement, brand development, and project leadership. Experienced in creating communications that help audiences understand and engage with an organization's work, from annual reports and campaign strategies to web, email, social, and video content.

Education

BA COMMUNCATIONS
minor in digital publishing

Simon Fraser University

2015 - 2020

Professional Experience

Marketing Lead, LUX Quality Homes

OCT 2025 - PRESENT

- Built and lead the company's multi-platform marketing function across Instagram, TikTok, YouTube, Facebook, and LinkedIn, developing the strategy, content systems, reporting processes, and standards supporting day-to-day execution.
- Grew Instagram by more than 6,200 followers to nearly 10,000, generating more than 17.5 million views since taking over the channel and establishing an organic content strategy across the company's primary digital platforms.
- Established a recurring monthly marketing analytics review with leadership, creating a regular process for evaluating performance, lead mix, priorities, and progress against marketing objectives.
- Migrated the construction pipeline from Zoho to Loop CRM and built the supporting automation architecture, including pipeline stages, lead routing, notification logic, and differentiated lead pathways.
- Launched and lead a company-wide marketing SOP initiative, authoring 60+ standard operating procedures and establishing content approval and brand-voice workflows to improve consistency and capture organizational knowledge.
- Lead and train the marketing team, including onboarding, weekly + monthly planning, content review, strategic reporting, and adoption of AI-assisted marketing processes and automation.

Community Coordinator | Marketing, Communications & Events Lead

entrepreneurship@UBCO, The University of British Columbia

APR 2023 - MAY 2025

- Developed and executed a comprehensive marketing strategy that increased e@UBCO's Instagram following by 74% and LinkedIn following by 99%, using audience research, content development, and stakeholder engagement.
- Created a recurring community newsletter and built relationships with ecosystem partners. Performance exceeded peer results by 21% in open rate and1.8% in click rate.
- Authored e@UBCO's 2023–2024 Annual Report, bringing together outcomes, stories, testimonials, and data from across programming to communicate the organization's impact to its community and partners.
- Led the planning, marketing, and execution of marquee programming that achieved an average 40% increase in attendance, with average Net Promoter Scores of 92% for social events and 57% for instructional programming.
- Helped develop and launch UBCO Venture Mentoring Service, contributing to communications and recruitment strategy for a new mentorship program connecting UBCO entrepreneurs and researchers with experienced community mentors.
- Developed audience, messaging, channel, event, and partnership strategies to communicate the value of e@UBCO's programming and strengthen participation across the UBCO and broader Okanagan innovation ecosystem.

Core Competencies

Communications & Content

Communications Strategy • Storytelling
Copywriting & Editing • Content Strategy
Email Marketing • Newsletters
Annual Reports • Social Media
Stakeholder Communications

Marketing & Digital

Marketing Strategy • SEO
Social, Search & Display Advertising
Website / CMS • Marketing Analytics
Audience Growth • Campaign Optimization
Google Marketing Platform

Strategy, Systems & AI

Marketing Systems • AI-Assisted Marketing
Marketing Automation • AI Workflow
Development • CRM • Brand Development
Project Management • Process Development

Design & Production

Digital Design • Adobe Creative Suite • Canva
Video Production • Video Editing • Photography

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Professional Experience, Cont'd

Freelance Producer, Ryan Scott Productions

NOV 2021 - MAR 2023

- Led client projects from proposal and pre-production through on-location production, post-production, and final delivery, translating client objectives into professional video assets.
- Produced 7 projects with budgets ranging from $30K–$110K, managing scope, resources, and production requirements while delivering favourable budget variances and high-quality final assets.
- Selected, coordinated, and led production teams of up to 15 people across projects spanning several months, managing communication, accountability, scheduling, and problem-solving.

Digital Marketing Specialist | Agency Marketing Lead

Thompson Okanagan Tourism Association (TOTA)

MAY 2020 - MAR 2022

- Developed social media and content strategies that increased client audience growth by up to 200% and reach by up to 120% compared with legacy performance, using audience analytics, content diversification, and revised advertising strategies.
- Improved client website performance by 65% in organic traffic and 30% in time on site through SEO-focused content optimization, stakeholder collaboration, and reduced bounce rates.
- Independently led a brand refresh for the agency, modernizing its positioning and supporting the pursuit of higher-value clients and projects.
- Served as the sole marketing resource across three clients, managing strategy and execution across digital marketing, content, SEO, advertising, and corporate communications while working with tourism businesses, communities, and other regional stakeholders.

Software & Technology

- Adobe Creative Suite
- Meta Business Suite
- Meta Ads Manager
- Google Analytics
- Google Ads
- Canva
- Mailchimp
- WordPress • Squarespace
- Loop CRM • Zoho CRM • HubSpot
- Google Marketing Platform
- Later • Metricool
- Qualtrics
- DaVinci Resolve • CapCut
- HTML / CSS