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Career Summary

Award Winning External/Internal Communications and Writing Expert with 20+ years of experience delivering measurable results.

Career Objective

Senior Communications Strategist seeks manager/director role in a great corporate culture. Flexible about new role as I enjoy both strategic & tactical efforts.

Core Competencies

Diversified communications expert with mastery of almost all disciplines in field:

- Stellar writing and editing skills for every type of communications vehicle – from speeches for senior leaders to press material to employee communiques to web copy. Writing is both a passion and a forte, and is the most common skill clients outsource to me;
- Strategic planning, execution and budgeting of communications/marketing programs (samples available);
- Both internal/external communications expertise and experience;
- Experience working in every industry sector — agencies; corporate; non-profit; public sector; and associations;
- Skills are extremely transferable. Have worked in many industries — from luxury goods to toys; from health care to high tech; and from banking to insurance. Includes both B2C and B2B expertise;
- Development/roll out of change management initiatives (eg. Desjardin’s acquisition of State Farm; RBC’s employment engagement);
- Issues, crisis, and reputation management (eg. De Beers’ Blood Diamonds; RBC Bank Robberies/Fraud);
- Exceptional interpersonal skills – with all stakeholders. References will confirm;
- Superior corporate media spokesperson/seasoned presenter. From Canada AM to Breakfast Television. DVDs available;
- Wealth of media relations success building sustained relationships with journalists (millions of dollars of earned publicity as measured by ad value). References from reporters available;
- Media relations trainer of senior executives or subject matter experts (Hasbro, Motorola, De Beers, RBC);
- Comfortable/confident counselling senior leaders re: issues & key messages. References will attest;
- Market/focus group research, facilitation, and feedback (eg. De Beers qualitative and quantitative; multiple focus groups for De Beers and independent jewellers to fine tune/evaluate collections);
- Special event planning/logistics coordination of all types of gatherings – from internal town halls to press conferences to annual meetings;
- Management of outside suppliers including PR, Graphic Design, Research, Media Buying and more;
- Development/promotion of brands – evolve existing brands and launch of new ones (eg. introduced Diamond Solitaire Necklace --sales increased by 150% year over year);
- Negotiating promotions, sponsorships, and community investments. Web portfolio available;
- Ongoing social media training to stay savvy re: social/digital marketing strategy;
- Team player with leadership skills and experience coaching/mentoring staff (team of 4 at De Beers); &
- Equally strong when autonomy, initiative, and independent thinking are required.

➤ *KC Consults, Senior Strategist:*

2015-Present

Primary Mandate: Using competencies listed above, I successfully provide marketing communications, writing support and research for: Burberry Canada; Victoria's Secret; Cartier; De Beers Canada; Meyers Colour Compounds, Fortunes Fine Jewellery; Diamond Bourse of Canada; Dupuis Auctioneers; Canadian Jewellers' Association; and more.

➤ *Desjardins, Senior Strategic Communications Advisor:*

2013-2015

Primary Mandate: Provided internal & some external communications counsel. **First Anglo communicator ever hired.**

Specifically: writing support for President/VP and other C-suite executives. Rewrote, edited, and polished all translated communications coming out of Quebec head office; multiple event management in markets across Canada; participated in change management initiatives (eg. acquisition of competitor; new evaluation/bonus process for employees); worked on employee engagement/ dialogue between senior leaders and staff; and developed communications solutions for unique staff environment.

Key Accomplishments at Desjardins: Brought French/English employees much closer & more collaborative. Executed several critical change management programs. However, Desjardins' acquisition of the much larger State Farm Canada led to multiple lay-offs/packages in both companies, including my own role.

➤ *Leave of Absence Required to Care for Family Member:*

2010-2013

Leave required to act as advocate for terminally ill family member outside GTA. Pleased to explain further.

➤ *Royal Bank of Canada, Director of Communications:*

2008-2010

Primary Mandate: Used a wide range of communications, writing, and marketing strategies/tools to: 1) Build RBC brand in my territory; and 2) Manage and support internal communications for the 150+ RBC branches in my field.

Key Accomplishments at RBC:

- Advised I was most talented speechwriter who ever held position; dozens of speeches written for both Regional President and 10 AVPs with many speeches recycled for CEO, Dave MacKay. Speeches received more positive feedback and open employee lines (ie. more listening, engaged staff) than ever before – a number we carefully tracked;
- Wide variety of crises handled quickly/efficiently (violent protestors; employee/client fraud; robberies); and
- RBC employee communications in this territory acknowledged as vastly improved.

➤ *De Beers Diamonds, National Communications Director:*

1995-2007

Primary Mandate: Used entire spectrum of communications tools, writing and marketing strategies to drive demand for diamonds in Canada for 12 years.

Key Accomplishments at De Beers:

- Received Centenary Award from De Beers London for Outstanding Contribution to the Americas (the only Canadian to do so);
- On average, achieved approximately three million dollars in editorial publicity value per year (as measured by ad value);
- Diamond jewellery industry enjoyed 10 years of significant growth in Canada during my tenure;
- Contributed to following successes: Canada had highest ownership rates in the world at 85% and highest multiple ownership rates in the world with average woman owning 4.8 pieces of diamond jewellery;
- Multiple launches of diamond jewellery categories including the Diamond Solitaire Necklace; the Diamond Line Bracelet; the Three-Stone Diamond Anniversary Band; the Right-Hand Ring, and lobbied for the lucrative concept of Self-Purchase, etc.:

- Achieved 150% sales increase in diamond solitaire pendants six months after launch; and
- Vastly improved relationships with the trade (retailers; wholesalers; diamond cutters; manufacturers; siteholders) as well as with industry associations – included in references.

- **Other Employment Experience:**

- ***KC Consults, Proprietor of Highly Successful PR/Marketing Consultancy (all blue-chip clients such as Hasbro Toys; Milton Bradley; Parker Brothers; Northern Telecom; Polaroid; Kenner; RBC & more);***
- ***Industrial Accident Prevention Assoc., Marketing & Communications Manager (key responsibility – speeches for CEO; annual report; liaise with provincial industries to prevent loss-time accidents);***
- ***Burson-Marsteller, World’s largest PR agency at time, Account Supervisor;*** and
- ***The Batten Group PR Consultancy, Account Executive.***

- **Education:**

- ***Communications, Advertising, and Journalism Program***
- ***Associates Degree in Communications with Minors in Advertising/Journalism***
- ***Graduated with Honours; Dean’s List***
- ***Durham College of Arts & Technology, Oshawa***

- **Ongoing Education:**

- APRIL 2017: Writing Killer Web Content, Camp Tech***
- APRIL 2017: Digital Media Marketing on a Shoestring Budget, Camp Tech***
- MAY 2017: Instagram for Beginners. Camp Tech***
- JUNE 2017: SEO: Driving Traffic to Your Website, Camp Tech***
- AUG. 2017: Advanced Social Media, Camp Tech***
- OCT. 2017: Email Marketing with Mail Chimp, Camp Tech***
- NOV. 2017: How to be a Pro Blogger, Camp Tech***
- MAY, 2018: Word Press for Beginners, Camp Tech***
- NOV, 2019: Content Planning: How to Build an Editorial Calendar, Camp Tech***
- JAN, 2020: Google Analytics, Camp Tech***
- MARCH, 2021: Difference between Copywriting and Content, AMA***
- MAY, 2021: Email Marketing, AMA***
- MAY, 2021: Marketing Analytics, AMA***
- DEC, 2021: The 6 Critical Practices of Effective Leaders, Franklin Covey***

- **Awards**

- ***Centenary Award*** from De Beers for Outstanding Contribution to the Americas (for increase in diamond sales and speeches for senior leaders in London)
- ***President’s Award*** from Canadian Public Relations Society for Public Relations Professionalism (for script writing)
- ***Lewis Beaton Scholarship Award*** from Durham Board of Education
- ***Silver Medal Award*** from Durham Board of Education