

Kayla Stockton

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Marketing Creative & Communications Leader

Vancouver Island: K'ómoks, BC
Open to remote work or relocating

Building Brands Through Story, Strategy and Community Driven Experiences for Lasting Impact

Creative marketing and events leader with a background of over a decade building brands, experiences, and communications that connect people to places. My career has progressed from hands-on marketing execution to senior leadership, with increasing responsibility across strategy, team development, product growth, and organizational impact. I'm known for clear and direct communication, collaborative leadership, and a people-first approach that balances creativity, data, and real-world constraints.

Professional Experience

Mount Washington Alpine Resort

Oct 2019 | Current

Marketing & Events Manager

- Lead brand, communications, PR, and marketing strategy for Vancouver Island's year-round recreation destination, balancing long-term brand stewardship with real-time operational demands
- Manage and mentor a multidisciplinary marketing team, providing strategic direction while remaining hands-on as needed to maintain project quality, timelines, impact, and consistency
- Oversee integrated marketing across digital and traditional platforms, content, events, partnerships, and guest touchpoints
- Serve as primary brand spokesperson, leading transparent, community-focused communications during periods of change
- Drive measurable growth in membership participation and revenue through value-driven, trust-based marketing strategies

Whistler Blackcomb & Vail Resorts

Nov 2016 - Oct 2019

Senior Marketing Specialist

- Contributed to large-scale destination marketing initiatives across brand, product, hospitality within a complex, multi-stakeholder environment at North America's premier year-round resort
- Progressed into a senior role, assuming ownership of CRM email strategy for the business, lifecycle communications, and audience segmentation for a six-figure guest database
- Led execution of integrated product marketing campaigns, ensuring alignment across creative, digital, and partner teams
- Managed and reported on a \$1M+ marketing budget, supporting data-informed decision-making and spend optimization
- Collaborated with internal teams and agencies to deliver best-in-class creative and consistent, conversion-focused messaging

Waymarker Hospitality

April 2013 - Oct 2016

Marketing Coordinator

- Served as the sole marketing resource for a hospitality group operating hotels, restaurants and recreational activities in a remote, tourism environment, Waterton Lakes National Park
- Executed promotions, public relations, and community engagement initiatives in collaboration with property leadership
- Built foundational skills in end-to-end multi-channel marketing execution across digital and traditional mediums

Areas of Expertise & Core Skills

- Brand strategy, storytelling and stewardship
- Integrated multi-channel marketing campaigns
- Digital platforms and conversion optimization (UI/UX informed)
- Creative direction and content production (copy, photo, video)
- Social media strategy and online community building
- CRM tools, email strategy, and lifecycle marketing
- Public relations and crisis communications
- Partnerships, events and community engagement
- Performance analysis, ROI optimization and reporting
- Budget management: range of spends \$100K-\$1M
- CMS platforms, SEO/SEM fundamentals, basic HTML/CSS
- Graphic design tools (Adobe Creative Suite, Canva)
- Team leadership and cross-functional collaboration
- Mentorship, coaching and professional development
- Operational alignment and resource prioritization for maximum impact

Education Background

Sept 2011 - Apr 2013

Journalism Arts Diploma

Southern Alberta Institute of Technology | Calgary, AB

Core Courses: Marketing and Communications for Journalists, Ethics for Print and Online Publication, Public Relations Writing and Design, Visual Reportage and Storytelling, Publication Planning and Design, Digital Marketing and Communication Planning, Basics of HTML/CSS, Social Media Practices, News and Feature Writing, Media Software's, Photography

Portfolio

Visit my website to see more of what I can offer!



kaylastockton.com

View pieces of my work including graphic designs, marketing campaigns, and case studies.