

# Michael Betteridge

## BRAND | MARKETING & COMMUNICATIONS | LEADERSHIP

3421 Rue Drummond  
Montreal, Quebec, H3G 1X7

+1(306)530-0827  
michaelbetteridge11@gmail.com

---

### Professional Summary

Senior brand and marketing leader with nearly a decade of experience across brand management, marketing strategy, communications, digital campaigns, events, sponsorships, and stakeholder engagement. Proven ability to lead complex, high-visibility initiatives, including a full visual identity refresh and website relaunch, while building stronger audiences, partnerships, and brand recognition.

---

### Skills

**Brand Management & Strategy:** Brand Strategy, Brand Positioning, Visual Identity, Marketing Strategy, Creative Direction, Market Research, User Experience, Journey Mapping

**Digital Marketing & Campaigns:** Integrated Campaigns, Social Media, Email Marketing, SEO, Paid Advertising, Website Management

**Content & Communications:** Content Strategy, Copywriting, Corporate Communications, Public Relations, Brand Collateral

**Analytics & Performance:** KPI Development, Performance Reporting, Data Analysis, Audience Insights

**Stakeholder Engagement & Events:** Partnerships, Sponsorships, Stakeholder Relations, Event Strategy and Execution

**Leadership & Operations:** Cross-Functional Leadership, Project Management, Budget Management, Vendor Management, Process Development

**Platforms:** WordPress, Google Platforms, Constant Contact, Iconosquare, Microsoft Office, Later, Zoho, HubSpot, Canva, Adobe Creative Suite, Active Campaign, StackAdapt, Meta

---

### Professional Experience

#### Women Entrepreneurs of Saskatchewan (WESK) / Brand Manager MAY 2023 - PRESENT, REGINA, SK

My position as the Brand Manager at WESK encompasses a wide range of strategic and operational functions. I lead the overarching brand and marketing strategy, manage the daily operations of the Brand division, and support cross-functional initiatives across the organization. My portfolio spans Marketing, Communications, Events, Sponsorships, and Operations. My scope includes, but is not limited to:

- Introduced and launched a new membership structure that contributed to a 50% increase in membership, leading the strategy, positioning, communications, and cross-functional rollout.
- Led a complete visual identity overhaul and website redevelopment, using research and audience insights to strengthen WESK's brand and primary digital touchpoint.
- Own WESK's annual marketing and communications strategy, including KPI development, budget management, spend tracking, performance analysis, and reporting to the CEO.
- Direct integrated campaigns across web, social media, email marketing, SEO, and paid advertising to grow awareness and audience engagement.
- Oversee major organizational events and marketing touchpoints, coordinating internal teams, external partners, sponsors, vendors, and audience communications.

- Build strategic partnerships and sponsorships while leading stakeholder engagement initiatives that support organizational growth.
- Direct content planning and the development of marketing materials and brand collateral, ensuring consistency across platforms and departments.
- Support organization-wide priorities through corporate communications, policy and process development, and cross-functional strategic planning.

#### **Avana Developments Inc. / Director, Brand**

**MAY 2022 - MAY 2023, REGINA, SK**

My position as the Director of Brand with Avana encompasses various functions within the organization. I was in charge of leading the overarching strategy, successful development of initiatives, and ongoing daily operations of the Brand division, which comprises Marketing, Administration, Information Technology, and Culture. My scope includes, but is not limited to:

- Joined Avana as its first internal marketing hire and built the Brand department from the ground up, ultimately leading a multidisciplinary division spanning Marketing, Administration, Information Technology, and Culture.
- Developed and executed Avana's annual marketing plan, establishing strategy, KPIs, budgets, and expenditure tracking to guide business priorities and measure performance.
- Conducted market, audience, and competitor analysis to identify growth opportunities, strengthen product positioning, and inform short- and long-term forecasts.
- Reported marketing performance, market findings, and strategic recommendations to Senior Leadership, supporting data-informed planning and decision-making.
- Directed integrated marketing campaigns, internal communications, events, and brand initiatives aligned with Avana's purpose and organizational objectives.
- Supported Senior Leadership with public relations strategies that strengthened relationships with employees, clients, government officials, media, and community stakeholders.
- Established brand standards, internal processes, and external resource requirements to support the department's continued growth and organization-wide consistency.

#### **Avana Developments Inc. / Manager, Marketing and Communication**

**JUNE 2021 - MAY 2022, REGINA, SK**

My time as the Manager of Marketing and Communications allowed me to hone my digital marketing, public relations and communications skills. My responsibilities included, but were not limited to:

- Established Avana's internal marketing function, developing the foundational strategies, systems, tools, and processes required to bring marketing and communications capabilities in-house.
- Directed digital marketing and social media strategy for Avana's corporate brand and three Senior Leadership brands, aligning each channel with its audience and business goals.
- Established campaign KPIs and tracked ROI, SEO, web traffic, audience behaviour, and channel performance to evaluate effectiveness and guide future strategy.
- Managed Avana's digital presence across social media, web, Google platforms, and third-party applications, maintaining consistent and responsive audience experiences.
- Planned and executed campaigns supporting product launches, events, promotions, and brand-awareness initiatives while managing associated six-figure advertising spend.
- Led content development with copywriters, designers, and the marketing team, ensuring communications were accurate, engaging, and publication-ready.
- Presented strategies and performance insights to Senior Leadership while training team members and supporting organization-wide communication needs.

## **Cult Collective LP / Marketing Manager**

**JANUARY 2021 - JUNE 2021, CALGARY, AB (REMOTE)**

As one of the Marketing Managers at Cult Collective, my role was specific to developing new revenue streams for the organization. This meant I worked side-by-side with the CEO, President and other members of Senior Leadership to conceptualize and verbalize a new product offering entitled Cult Curriculum. I held this position while still acting as the Growth Strategist for Ayden Creative. My duties as the Marketing Manager included, but were not limited to:

- Conceptualize and verbalize a new revenue stream based around an online course led by the CEO.
- Manage various digital and paid advertising platforms to create top of sales funnel activity.
- Manage a complex CRM in conjunction with other marketing managers of various revenue streams.
- Develop content to support the execution of Cult Curriculum.
- Communicate and persuade potential attendees.
- Manage an email marketing platform.
- Copywriting and simple graphic design to support in the creation of any marketing collateral deemed necessary.
- Support the CEO in creating strategies and executing digital marketing tactics to build a customer base.
- Assist in various other functions of the business as deemed necessary by my direct leader.

## **Cult Collective LP / Business Development Lead**

**OCTOBER 2020 - JANUARY 2021, CALGARY, AB (REMOTE)**

Ayden Creative was acquired by an organization called Cult Collective, hence the transition to the Business Development Lead of Cult Collective. I held this position while continuing to act as the Growth Strategist for Ayden Creative. Ayden Creative still operated as its own entity while bringing revenue to Cult Collective. My duties at Cult Collective were identical to my position with Ayden Creative, but I dealt with larger clients and supported the President with various additional duties on an as-needed basis.

## **Ayden Creative Inc. / Growth Strategist**

**MAY 2020 - MAY 2021, REGINA, SK**

As the Growth Strategist for Ayden Creative, I was expected to bring in net-new business for the agency. As with all small agencies we were required to work in many different disciplines. The role included, but was not limited to, the following responsibilities:

- Develop growth strategies and plans for Ayden Creative.
- Assist in developing marketing strategies for the business.
- Develop new business pitches and the identification of organic growth opportunities.
- Develop and assist with all marketing, strategy, and advertising logistics for agency projects and oversee clients accounts, ensuring high quality, timely, and cost-effective solutions are being implemented by the team.
- Manage and retain relationships with existing clients.
- Develop strong, trusting relationships between clients and agency partners and provide leadership and support during strategy, idealization, and execution.
- Manage client expectations and production schedules with project managers, conduct internal and external communication, and coordinate with third-party vendors.
- Research organizations and individuals to find new potential leads.
- Arrange and attend business meetings with prospective clients.
- Send and track correspondence with clients through a manual CRM.

- Write business proposals, RFP responses, and client contracts.
- Prepare and present proposals to clients.
- Assist in developing budget and negotiating fees for clients.
- Collaborate with account managers, graphic artists, and marketing teams.
- Attend conferences, meetings, and industry events.
- Coordinate and track expense reimbursement for any sales related activities and travel.
- Provide regular reports to teammates and management on the status of prospects.

### **Wheelhouse Cycle Club / Head Motivator & Marketing Associate**

**OCTOBER 2018 - MARCH 2020, REGINA, SK**

My roles as Head Motivator and Marketing Associate happened to overlap not only in timing, but also in scope. These two positions went hand-in-hand, although they allowed me to hone very different aspects of the skills and abilities I utilize every day presently. The responsibilities included:

- Managed all private rides, corporate rides, fundraiser rides and private events held within the studios.
- Work with tight schedules and small budgets to create an elevated experience.
- Manage a HRM system to schedule staff and monitor payroll.
- Create various content for Instagram and Facebook posts, as well as an email newsletter.
- Utilize an email and SMS marketing platform to connect with current and future customers.
- Event management and planning.
- Organize staff meetings.
- Create a training and onboarding process from scratch for new Motivators.
- Monitor current staff success and implement performance improvement plans for those under performing.

### **Wheelhouse Cycle Club / Motivator**

**JUNE 2017 - JUNE 2026**

I was a Motivator (cycling instructor) at Wheelhouse Cycle Club.

---

## **Education**

---

### **University of Regina / Bachelor of Business Administration, Human Resources**

**SEPTEMBER 2013 - APRIL 2017, REGINA, SK**

I attended the University of Regina and obtained my Bachelor of Business Administration with a focus in Human Resources. During my time at the University of Regina I held consistent part time employment, maintained good quality grades, participated in intramurals and other extra curricular activities.

---

## **Volunteer & Extra Curriculars**

---

### **Queer Fit Club YQR (Queer Fit Club) / Founder**

**MAY 2024 - PRESENT, REGINA, SK & WINNIPEG, MB**

As the founder of Queer Fit Club, I launched the initiative in May 2024 to create inclusive, accessible, and judgment-free fitness pop-ups for 2SLGBTQIA+ individuals and allies. I oversee all aspects of operations, including program development, partnership coordination, event logistics, marketing, and community engagement.

Each pop-up workout is thoughtfully planned in collaboration with local studios and instructors to ensure a welcoming, affirming environment for participants of all identities and

fitness levels. I manage communications, build out schedules and formats, and ensure each event reflects the core values of inclusion, safety, and joy.

Since launching in Regina, I've successfully expanded Queer Fit Club into Winnipeg, bringing our mission to a second province within the first year. I've built strong relationships with studio owners, instructors, and community organizations in both cities to sustain monthly programming and maintain low- to no-cost access for participants. This grassroots growth reflects my commitment to reducing barriers to fitness and fostering connection through movement - proving that inclusive community spaces can thrive when built with purpose and care. I am proud to announce we are now more than 700 members strong and growing at a rapid rate.

### **Lawn Summer Nights / City Lead**

**FEBRUARY 2020 - AUGUST 2024**

I was the City Lead for a national cystic fibrosis fundraiser titled Lawn Summer Nights. Founded in 2009, Lawn Summer Nights (LSN) is a national lawn bowling fundraiser in support of Cystic Fibrosis Canada (CF Canada). To date, LSN has raised over \$4.4 million and generated awareness of cystic fibrosis (CF) amongst thousands of people who had minimal previous exposure to it. As the City Lead, I handle all aspects of the event from volunteer coordination to sponsorships to day-of logistics, and everything in between.

### **Kultura Series / Volunteer Coordinator, Logistics Team**

**SEPTEMBER 2019 - MARCH 2020, REGINA, SK**

I assisted in the conceptualization and planning of Kultura Series, which was a marketing conference meant to take place in 2021. Unfortunately, due to the COVID-19 pandemic, this event was canceled. My duties included gathering volunteers, coordination, and other logistics.

---

## **References**

---

**References can be provided upon request.**

---

## References

**Miriam Johnson** / CEO, WESK  
**CURRENT EXECUTIVE AT WESK**

Phone: 306.533.0427.

Email: [mjohnson@wesk.ca](mailto:mjohnson@wesk.ca)

**Gaston Lopez Ficher** / Ambassador,  
Queer Fit Club

**CURRENT AMBASSADOR AT QUEER FIT CLUB**

Phone: 204.294.1671

Email: [gaston@queerfitclub.com](mailto:gaston@queerfitclub.com)

**Kyle Gibson** / Founder, Wheelhouse Cycle  
Club

**CURRENT EXECUTIVE AT WHEELHOUSE CYCLE  
CLUB**

Phone: 306.531.5166.

Email: [kyle@wheelhousecycleclub.com](mailto:kyle@wheelhousecycleclub.com)