

LEAH ADAMS-CHUTE

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PROFILE

Travelling is one of the most positive ways to connect with other cultures and discover new ways of understanding the world. My passion for travel is rooted in this. I have spent over 10 years working in the travel and tourism industry. I have discovered that that storytelling is one of the best ways to connect with travellers who are interested in learning about other cultures and experiences.

SKILLS

- Passionate about the growth of tourism worldwide as a means of positive social, cultural, and economic development.
- Extensive understanding of the tourism industry and operations in British Columbia and Canada.
- Expert in content strategy, digital marketing, and social media.
- Exceptional writing, editing, fact checking, and research skills with respect to creating, collaborating or curating written material for editorial, corporate, media, and consumer content across channels and platforms.
- Knowledge of the resources and tools available for tourism marketing and destination development.
- Skilled in producing video content including storyboarding, script writing, and contracting creative talent.
- Exceptional communication and interpersonal skills.
- Excellent project and time management capabilities with strong attention to detail and deadlines.

EXPERIENCE

OWNER AND CREATIVE DIRECTOR | DUNE CREATIVE

2018 - PRESENT

- Specializing in content strategy and digital media production with expertise in working with tourism companies and destination marketing organizations.
- Services include project management, strategy, writing and communications, and industry learning.

GLOBAL CONTENT MANAGER, SKI AND ADVENTURE | DESTINATION BRITISH COLUMBIA

2016 - 2018

- Developed the content strategy across four key markets (Australia, United Kingdom, Mexico, and North America) for the global ski campaign.
- Worked with internal and external partners to create, curate, or collaborate on content for paid, owned, and earned channels.
- Create and manage the global ski editorial calendar.
- Manage large partnerships for content collaboration including a two-year partnership with Arc'teryx.
- Lead producer on new content capture initiatives, including managing contracts and budgets, briefing creatives, managing in-field logistics and final creative delivery.

MARKETING COMMUNICATIONS SPECIALIST | DESTINATION BRITISH COLUMBIA

2014 - 2016

- On the task force team who developed the first content strategy for Destination British Columbia.
- Managed content and distribution for global email marketing activities.

- COORDINATOR, TRAVEL INFORMATION | DESTINATION BRITISH COLUMBIA** 2014
- Wrote editorial content and optimized imagery for consumer website.
 - Collaborated with the marketing team to create timely and engaging content for the blog.
 - Provided comprehensive fact checking of all Destination British Columbia marketing and corporate material.

- COORDINATOR, MARKET DEVELOPMENT, TRAVEL MEDIA | TOURISM WHISTLER** 2011-2012
- Wrote press releases, story starters and consumer content on a monthly basis.
 - Organized comprehensive press trips for 350+ media per year.
 - Managed the tactical steps to revitalize Tourism Whistler's Media Room, which was awarded "**Best Online Media Room**" by Destination Canada in 2011.

- TOURISM DEVELOPMENT CONSULTANT | CHILEAN MINISTRY OF SOCIAL DEVELOPMENT** 2010
- Conducted a situational analysis for tourism development with the Indigenous communities of the Araucanía Costera region in Chile.
 - Created a comprehensive tourism development strategy for the local Indigenous communities to develop sustainable Indigenous tourism products and experiences.

PORTFOLIO

10 WORLD-CLASS ADVENTURES HERE IN B.C. | THE VANCOUVER SUN

[READ ARTICLE](#)

4 MOUNTAIN BIKING AND BREWERY GETAWAYS IN BRITISH COLUMBIA | DESTINATION BC

[READ ARTICLE](#)

TOP PLACES TO STAND UP PADDLEBOARD IN KAMLOOPS | TOURISM KAMLOOPS

[READ ARTICLE](#)

[ADDITIONAL WORK](#)

EDUCATION

HOW TO TELL BRAND STORIES WITH VIDEO

THE SCHOOL OF THE NEW YORK TIMES | ONLINE COURSE | 2018

WORKING EFFECTIVELY WITH INDIGENOUS PEOPLES COURSE

VANCOUVER, BRITISH COLUMBIA | 2018

DIGITAL CONTENT AND STORYTELLING

UNIVERSITY OF BRITISH COLUMBIA | VANCOUVER, BRITISH COLUMBIA | 2015

WRITING CREATIVE COPY

BCIT SCHOOL OF BUSINESS | VANCOUVER, BRITISH COLUMBIA | 2015

GLOBAL TESOL CERTIFICATION

NEWMARKET, ONTARIO | 2013

BACHELOR OF TOURISM MANAGEMENT

THOMPSON RIVER UNIVERSITY | KAMLOOPS, BRITISH COLUMBIA | 2007-2011