



KATHRYN PASCUZZO

FOUNDER & CEO
SWANK CREATIVE INC.

Champion of Business Transformation
through Elevated Design & Effective
Marketing Solutions

Strategy • Analytics • Implementation

CONTACT



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@swankcreative

EDUCATION

2009 - 2012

University of Calgary

Continued Ed
Strategic Marketing
& Communications
Management

2006 - 2009

UBC-Okanagan

Bachelor of Fine Arts
Advanced Media

2004 - 2006

University of Alberta

Visual Communication Design

VALUES

SPEAKING TOPICS

WORKSHOPS

BIO

Fueled by curiosity, I have dedicated more than 15 years towards empowering the marketing initiatives of prestigious organizations across Canada. From the luxury retail sector to the arts and culture scene, down to master-planned real estate development in BC, I've had the privilege of contributing to the growth and success of multiple industries.

Under my leadership, Swank Creative has blossomed into a beacon for hundreds of local businesses in just three years since our incorporation. Our service spectrum spans strategic planning, brand development, campaign implementation, and comprehensive reporting. Our clientele varies widely, ranging from ambitious moms on maternity leave to legacy organizations looking to redefine themselves. My mantra? No business is too small or too seasoned for a Swank makeover.

My expertise lies in Strategic Planning, Brand Development, Campaign Implementation, and Marketing Reporting. But it's not just about what we do - it's about how we do it. I bring a genuine, "get it done" mentality to the table, combined with an innate sense of fun, form, and function. Designer at heart, I believe in merging creativity with strategy to achieve impactful results.

Curiosity | Innovation | Creativity | Effectiveness | Unity

Motherhood and Business Ownership | Taking the Leap into Entrepreneurship | Putting the "Social" Into Social Media

Master Your Annual Marketing Plan | Revenue and Reach Quarterly Review | SWOT and Strategy Development