




KATE VAN BEELEN

 Squamish, BC
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Strategic communications professional with a dual portfolio in patient attachment and healthcare engagement. As Coordinator, Patient Attachment & Communications for the Sea to Sky Division of Family Practice, leading communications strategy, stakeholder engagement, and content development while supporting patient attachment initiatives.

EDUCATION

MARKETING MANAGEMENT CERTIFICATE

BCIT | Online

September 2021 - July 2024

BACHELOR OF DESIGN – FASHION AND TECHNOLOGY

Kwantlen Polytechnic University | Vancouver

September 2009 - April 2013

EXPERIENCE

Coordinator, Patient Attachment and Communication

March 2025 - Current

Sea to Sky Division of Family Practice | Squamish, BC

- Lead the development and execution of communications initiatives, including monthly newsletters, promotional materials, and digital content
- Design and produce key organizational documents, including new member onboarding manuals, annual report and resource materials to support physician integration
- Collaborate cross-functionally with internal teams and external partners to align on priorities and improve communication strategies
- Manage and maintain the Health Connect Registry, ensuring data accuracy, privacy compliance, and effective patient attachment processes

Marketing and Branding Consultant Contract

Coop's Bait & Tackle - Start-Up Retail | Squamish, BC

March - August 2023

- Conducted in-depth market research to identify target audiences and inform brand positioning
- Built and managed strategic partnerships to enhance brand awareness within the community
- Created brand messaging and marketing materials aligned with business goals
- Identified new opportunities for collaboration and growth through local partnerships and outreach

Manager

Crash Hotel | Squamish, BC

September 2019 - April 2021

- Led all marketing initiatives including social media, print, and radio campaigns
 - Managed partnerships with online travel agencies (OTAs) and external stakeholders
 - Built relationships with partners and vendors to support business growth and brand presence
 - Analyzed performance metrics and provided regular reports with data-driven recommendations
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CORE SKILLS

- Brand Development & Messaging
- Content Creation (Web, Social, Print)
- Data Management & Reporting
- Cross-functional Collaboration
- Project & Priority Management
- Cultural Awareness & Community Engagement
- Stakeholder Engagement
- Communications Strategy & Planning