

KILLIAN STONE

DIGITAL TRANSFORMATION | MARKETING LEADERSHIP

STRATEGIC COMMUNICATIONS | DIGITAL PRODUCTS

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EXECUTIVE IMPACT

10+ Years Experience • 800+ Members Served • 1,000+ Conference Attendees • \$100K+ Event Profit Generated • 10K+ Audience Reach

EXECUTIVE SUMMARY

Strategic digital transformation, marketing, and communications leader with more than 10 years of experience driving organizational modernization, digital product development, member engagement, and operational innovation. Proven success leading technology initiatives, implementing AI-powered solutions, delivering revenue-generating events, and building digital ecosystems that improve engagement, efficiency, and business performance. Experienced collaborating with executive leadership, stakeholders, vendors, and cross-functional teams to achieve strategic objectives and drive sustainable growth.

CORE LEADERSHIP AREAS

Digital Transformation • Strategic Communications • Marketing Leadership • AI & Automation • Digital Product Development • Member Experience • Stakeholder Relations • Event Strategy • Change Management • Innovation • Website Development • Project Leadership

KEY ACHIEVEMENTS

Digital Member Platform: Led the strategy, development, and launch of a modern membership ecosystem serving more than 800 healthcare professionals, including a member directory, classified advertising platform, continuing education resources, and digital member services.

Virtual Conference Program: Designed and delivered a scalable virtual conference attended by more than 1,000 healthcare professionals, generating over \$100,000 in profit and establishing a sustainable recurring event model.

AI & Automation Solutions: Developed AI-powered workflows and operational tools that streamlined continuing education tracking, improved administrative efficiency, and enhanced member services.

Digital Education Ecosystem: Built and managed webinar, livestreaming, and educational content delivery systems supporting professional development initiatives across British Columbia

Publication Modernization: Redesigned and modernized BCND's quarterly publication, improving member engagement, communications effectiveness, and brand consistency across the organization

Digital Audience Growth: Built and managed digital communications channels reaching more than 10,000 followers, subscribers, and healthcare stakeholders across multiple platforms.

PROFESSIONAL EXPERIENCE

BC Naturopathic Doctors (BCND)

Digital Media & Communications Manager (Digital Strategy Lead)
2018 – Present | Vancouver, BC

Lead digital strategy, marketing, communications, and technology initiatives for a professional healthcare association representing more than 800 healthcare professionals across British Columbia.

Digital Transformation Leadership: Directed the strategy, design, development, and launch of a comprehensive digital member platform integrating continuing education, professional networking, classified

advertising, and member services, significantly enhancing the member experience and digital capabilities of the organization.

Audience Growth & Engagement: Expanded and managed digital communications channels reaching more than 10,000 healthcare professionals, students, and stakeholders through integrated content, marketing, and engagement strategies.

Revenue-Generating Events: Designed and delivered a virtual conference attended by more than 1,000 participants, generating over \$100,000 in profit while establishing a sustainable and scalable digital event model.

AI & Operational Innovation: Developed and implemented AI-powered tools and workflow automation systems that improved operational efficiency, streamlined continuing education management, and enhanced member services.

Digital Products & Education: Directed a portfolio of digital products, educational programs, webinars, livestream events, publications, and communications initiatives supporting professional development and organizational growth.

Executive & Stakeholder Collaboration: Partnered with executive leadership, sponsors, advertisers, vendors, regulators, and healthcare stakeholders to advance strategic priorities, strengthen partnerships, and support organizational objectives.

Communications Modernization: Redesigned and modernized the BCND Bulletin, improving engagement, visual presentation, and communications effectiveness for an audience of more than 800 healthcare professionals.

UL Student Life

Marketing & Communications Coordinator

2014 – 2018 | Limerick, Ireland

- Directed campus-wide marketing, sponsorship, and communications initiatives supporting one of Ireland's largest student organizations.
- Managed digital communications, social media channels, website content, and promotional campaigns.
- Coordinated large-scale events, concerts, student activities, and weekly farmers markets.
- Managed sponsorship partnerships and stakeholder relationships.
- Supervised staff and volunteers supporting engagement and marketing programs.

Yellowschedule

Marketing & Communications Intern

2014 | Limerick, Ireland

Produced digital content, managed social channels, and supported marketing campaigns, events, and brand development initiatives.

TECHNOLOGY & DIGITAL EXPERTISE

Digital Transformation • AI & Automation • Digital Product Development • Strategic Communications • Digital Marketing • Adobe Creative Cloud • WordPress • HTML/CSS • Google Analytics • SEO • Video Production • Livestream Production • OBS Studio • ChatGPT • Claude • Midjourney • Zapier • Workflow Automation

EDUCATION

Bachelor of Science (BSc), Digital Media Design

University of Limerick, Ireland