

# LISA BUCHER

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## Profile Summary

Forward-thinking and driven entrepreneurial leader with 11+ years of rapidly progressive experience overseeing product innovation, brand development, and strategic communications. Driving force behind the delivery of innovative products and strategic plans tailored to vision and operational goals while creating unified momentum across executive leaders and cross-functional teams. Highly accomplished in leading large-scale rebrands and process improvement to transform underperforming entities toward unprecedented success. Thrives in fast-paced, high-pressure environments, undaunted by risk, quickly adapting to evolving market conditions and public sentiment to deliver impactful business solutions and strategies.

## Core Skills & Competencies

- Market Research & Analysis
- Content Strategy Leadership
- Audience Outreach & Engagement
- Product Development & Innovation
- Go-To-Market Planning & Product Launch
- Multidisciplinary Team Leadership
- Multi-Channel Communications
- Media & Public Relations
- Strategic Crisis Communications

**Technical Skills:** MS Office Suite | Google G Suite | Adobe Creative Cloud | QuarkXPress | Final Cut Pro | vjooon K4 Edit | InCopy | Kodak InSite Prepress | Slack | Jira Software | MS Teams | MS OneDrive | Zoom | Hootsuite | Canva | WordPress | HTML | CSS

## Professional Experience

**Director of Product Innovation** | *BestLife Rewarded / People Corp. – Oakville, ON*

**2021**

Oversaw a team of analysts, developers, content managers, and graphic designers to create detailed business requirement documents (BRDs) and launch innovative health and wellness modules for B2B clients. Partnered with the senior leadership team to mobilize the 2021 vision while identifying critical product and service gaps to develop and deliver 6 new forward-thinking modules.

### Key Responsibilities:

- **Product Ownership:** Collaborated with executive leadership to define strategic growth objectives while identifying emerging trends or platform gaps to inform new innovations and products. Collaborated with analysts to prepare BRDs for clients, detailing proposed content features, design concepts, launch, and ongoing release formats.
- **Innovative Modules:** Independently led creation and launch of 5 new products, including a mobile application, Quick Reads module, Polling Station module, Answer & Earn Module, and Group Challenge, and modernizing the Health Risk Assessment (HRA) recognizing both sex at birth and gender.
- **Production Coordination:** Leveraged extensive media production background to develop and drive the creative direction and template concept for “Ask the Expert” videos. Recruited talent, edited scripts, and directed video production onsite and over Zoom creating 92 French and English videos.

**Media Spokesperson** | *Ottawa Festivals – Ottawa, ON*

**2020**

Directed media engagement leading up to the inaugural International Film Festival of Ottawa (IFFO), scheduling press events and interviews. Coordinated “Meet the Filmmaker” sessions; prepared press releases for programming and documents for media kits. Spearheaded strategy development before drafting and distributing a press release announcing the festival’s cancellation due to the pandemic.

**Media Advisor, Cabinet Communications** | *Yukon Government – Whitehorse, YT*

**2019**

Politically appointed as the primary contact for all media interaction on behalf of the Yukon Liberal Caucus, developing strategic communications and crisis response plans communicating with government departments to get key insights on programs, and communicating areas of concern with the politicians to ensure continuous alignment to key Yukon Liberal platform messaging. Enhanced French-language presence by securing French-speaking caucus members for media appearances and optimizing press release schedules to deliver bilingual messaging.

### Key Responsibilities:

- **Communications Planning:** Develop a daily communications strategy monitoring news to anticipate relevant topics, developing responses to reports and recommendations from non-government organizations, and following legislative assembly.
- **Crisis Communications:** Developed and managed proactive/reactive crisis communications strategies, leveraging journalism background to anticipate media inquiries and prepare Q&A responses.

## Professional Experience (Continued)

- **Media Relations:** Directed timing, logistics, and goals for press conferences. Strengthened media relations and the democratic process by moving scrums from caucus to neutral area.

**Managing Editor, Business London Magazine** | *Postmedia Network – London, ON* **2017 – 2018**

Modernized the editorial vision and brand for Business London Magazine to attract readers and advertisers, leading to the recruitment of new talent and perspective. For instance, thinking outside the box, owning development, and launching “The Broad Perspective” to focus on discrimination and sexual harassment in the workplace, which brought in revenues from Brescia, women’s leadership groups, and conferences. Initiatives such as this and networking in the community allowed the publication to successfully double its size by increasing advertising revenues. Achieved a publication sell-out by the third issue resulting in increased print runs.

**Managing Editor, Canadian Grocer Magazine** | *Rogers Media / EnsembleIQ – Toronto, ON* **2016 – 2017**

Recruited during a magazine rebrand, contributing to the reshaping of content and style direction. Managed monthly publication production cycle; collaborated with the editor to finalize issue content and topics. Managed publication’s features, columns and departments, and due dates. Set and enforced policies and procedures used by the print publication and Rogers Media. Pitched and assigned stories for the printed magazine and collaborated with the graphic designer. Used Google Analytics to focus online content. Represented the brand at events across Canada. Led the magazine’s first editorial video content; partnered with Roger’s video department on production.

**Managing Editor** | *Ziwira – Toronto, ON & Dubai, UAE* **2015 – 2016**

Recruited to revitalize product interest when the company was running at a loss—owned full-scope rebrand to bring consistency needed for consumer recognition to the monthly online magazine—devised a strategy to combine profitable elements from each magazine into a templated online consumer product. Streamlined efficiency by introducing a system that allowed magazine layout and editing to be done simultaneously and migrated daily news content to WordPress. Reduced content pulled from Bloomberg feeds by 50% to drive substantial cost savings.

**Pilot Section Editor** | *Toronto Star – Toronto, ON* **2015**

Selected to oversee the test phase for a new kids’ and family-focused channel, directing ground-up development of overall voice, positioning, content, and differentiation. Wrote 2-3 family-oriented stories a week, compiling highly engaging content based on targeted audience trends and insights.

## Additional Noteworthy Experience

**Freelance Writer** | *Independent* **2006 – Present**

Notable Clients: Huffington Post | Toronto Star | Toronto.com | Inside Fitness | Star Media Group | Elle Canada | Canadian Running | Today’s Bride | Our Homes | Ottawa Citizen | Guelph Mercury | SX | Marketing | Canada Wide Media | She Does the City | Strategy | Ottawa Business Journal | LUXE Magazine | The Mark News | Quarto Publishing USA | Pax International Magazine

**Associate Editor** | *Optical Prism Magazine – Toronto, ON* **2014 – 2015**

**Copy Editor** | *The Mark News – Toronto, ON* **2013**

**Publisher** | *Pink & Teal Magazine – Toronto, ON* **2010 – 2013**

## Education & Professional Development

**PMBA** | *University of Fredericton*

**Print & Broadcast Journalism** | *Conestoga College*

**Bachelor of Arts, International Relations** | *University of Toronto, Trinity College*

### PROFESSIONAL DEVELOPMENT

**Yukon First Nations 101** | *Yukon College*

**Making the Media Work for You** | *Yukon Government Media Training (Peak Communications)*

**Strategies for Dealing with Public Opposition & Outrage** | *International Association for Public Participation*

**Set Up your Podcast in 5 Days** | *Podcast Blast – Lisa Capri*