

Qualifications Summary

Compliance-aware marketing and communications professional with extensive experience delivering corporate communications, stakeholder engagement, and brand management initiatives across Bermuda's financial services and re/insurance sectors whilst ensuring alignment with PIPA, AML/ATF, and regulatory frameworks that protect organisational reputation and mitigate risk.

Credible history of partnering with risk management teams, developing policy-compliant marketing campaigns, and translating regulatory requirements into clear stakeholder communications across leading institutions, including PwC, HSBC, Butterfield, and insurance organisations. Expert in conducting risk assessments for marketing activities, bridging corporate communications with data privacy compliance, communicating with directors and regulators, and implementing governance frameworks that support business growth ensuring legal and regulatory compliance. Recognised for building strong relationships, managing multi-channel campaigns that enhance corporate reputation, advising on governance and statutory duties, and providing counsel on communications strategies that align with business objectives. Experience in organising meetings and events, preparing agendas and notices, distributing the same, recording minutes and resolutions, and effecting action items.

Areas of Expertise

- Corporate Communications & Messaging
- Brand Strategy & Reputation Management
- Data Privacy & PIPA Implementation
- Internal Communications/Change Leadership
- Board Governance
- Employee Training & Engagement
- Multi-Channel Marketing Campaigns
- Stakeholder Engagement & Relations
- Regulatory & Legal Compliance
- Media & Public Relations
- Content Development & Strategy
- AML/ATF Compliance Awareness
- Cross-Functional Team Leadership

Professional Experience

Independent Marketing & Compliance Consultant | Bermuda

2013 – Present

Manage sector marketing and compliance initiatives by delivering strategic communications and data privacy consulting for clients in healthcare, real estate, non-profit, and professional services industries. Enhance awareness of privacy protocols, ethical business conduct, and operational accountability across departments by designing and facilitating employee training programmes. Perform compliance risk assessments and develop organisational policies aligned with data governance, regulatory standards, and industry best practices. Attend stakeholder and Board meetings, executing action items.

Notable Accomplishments:

- Improved brand visibility and stakeholder engagement through the creation of targeted marketing collateral, press releases, and promotional campaigns aligned with corporate growth objectives.
- Strengthened organisational data protection frameworks by establishing full-scale privacy compliance programmes in alignment with the Personal Information Protection Act (PIPA).
- Enhanced client credibility and operational integrity by serving as outsourced Privacy Officer, implementing tailored governance frameworks and vendor oversight mechanisms.

Additional Experience

Marketing & Communications Officer | Bermuda Land Development Corporation (BLDC) – Bermuda

2018 – 2019

Directed corporate marketing and communications initiatives by developing strategic stakeholder engagement and transparency campaigns that supported governance objectives and strengthened public trust. Oversaw media relations, internal communications, and digital engagement strategies to amplify organisational reputation and reinforce brand alignment across all public-facing channels.

Notable Accomplishments:

- Elevated public awareness and tenant engagement through the execution of targeted social media and direct marketing campaigns that effectively promoted corporate services and development initiatives.
- Strengthened organisational visibility and stakeholder relationships by designing cohesive communication strategies that advanced BLDC's mission and community impact.

Marketing Manager | HSBC Bermuda – Bermuda

2017 – 2018

Led the development and execution of integrated multi-channel marketing campaigns promoting retail banking products and financial services in alignment with corporate brand strategy and compliance standards. Collaborated with cross-functional teams to optimise campaign performance, strengthen customer engagement, and maintain consistency across digital, print, and in-branch communications.

Notable Accomplishments:

- Maintained smooth continuity of marketing operations during a six-month leadership transition, sustaining campaign momentum and departmental productivity without disruption.
- Supported brand visibility and market competitiveness by reinforcing HSBC's positioning through strategic marketing initiatives and compliance-driven promotional content.

Erica R. Martin

Project & Communications Officer | Bermuda Insurance Institute (BII) – Bermuda

2016 – 2017

Created and executed communication strategies to elevate institutional visibility, strengthen stakeholder engagement, and enhance brand recognition across the insurance and professional development sectors. Supported the rollout of regulatory training and continuing education initiatives by coordinating project timelines, promotional content, and outreach programmes targeting industry professionals.

Notable Accomplishments:

- Increased member engagement and programmes participation through the launch of a targeted marketing strategy incorporating refined branding, direct outreach campaigns, and multi-platform communication.
- Strengthened BII's market positioning by developing a cohesive brand identity and implementing professional-grade promotional materials that reinforced credibility within the insurance education community.

Marketing & Communications Manager | PwC Bermuda – Bermuda

2008 – 2013

Supervised the planning and execution of corporate communication strategies, aligning messaging with firm objectives, regulatory updates, and assurance service initiatives to strengthen market presence. Collaborated with risk management and leadership teams to uphold PwC's global compliance standards across marketing activities, public communications, and client engagement initiatives.

Notable Accomplishments:

- Advanced brand credibility and client trust by integrating compliance-driven communication frameworks that reinforced PwC's global governance standards.
- Enhanced stakeholder engagement and market influence through the delivery of strategic campaigns, high-impact corporate events, and thought leadership communications that elevated PwC's professional image.

Marketing & Communications Account Manager | Butterfield – Bermuda

2006 – 2008

Oversaw end-to-end marketing initiatives for financial products, leading high-impact launch campaigns for premium credit cards in alignment with brand goals and regulatory compliance standards. Coordinated teams to develop compliant marketing materials, digital content, and client communications consistent with Bermuda Monetary Authority (BMA) guidelines and internal governance frameworks.

Notable Accomplishments:

- Strengthened product visibility and customer acquisition through the execution of successful premium credit card campaigns that elevated Butterfield's competitive positioning in the market.
- Reinforced corporate integrity and regulatory alignment by embedding compliance controls and brand consistency across all marketing and communication platforms.

Communications Manager | Elbow Beach Hotel (Mandarin Oriental Hotel Group) – Bermuda

2004 – 2006

Executed integrated marketing and public relations campaigns to align local branding with Mandarin Oriental's global identity and elevate the hotel's market prominence. Developed media partnerships, promotional content, and guest engagement initiatives to drive occupancy and strengthen brand recognition in local and international markets.

Notable Accomplishments:

- Amplified brand exposure and revenue growth by executing high-visibility campaigns that positioned Elbow Beach as a premier luxury destination within the global hospitality portfolio.
- Advanced brand cohesion and guest loyalty through the development of consistent communication strategies that reflected Mandarin Oriental's global standards of excellence.

Education & Professional Development

Bachelor of Arts in History, Cum Laude | Northeastern University – Boston, MA

Business Administration Programmes | Bermuda College – Bermuda

Professional Certifications & Training

Certified PIPA Privacy Officer (Foundation & Practitioner)

ICA International Advanced Certificate in Anti-Money Laundering – with Merit

KIXKO Certificate in Anti-Money Laundering & Countering Terrorist Financing

Bermuda Foundation for Insurance Studies – Introduction to Insurance

GenAI Foundation Workshop – The Clarity Institute