

# Travis Rousseau

Digital Content Creator - On-Mountain, Wildlife, Social  
403-690-SNOW | [travis@rousseau.tv](mailto:travis@rousseau.tv) | [portfolio.rousseau.tv](http://portfolio.rousseau.tv)  
Lake Louise, AB

## PROFILE

On-mountain and wildlife content creator with 10 years documenting Lake Louise for web, social, advertising, and on-mountain signage. Over the past decade, the resort has used hundreds of my images; as of 2025-10-04, 50+ are currently live in active use. Former Pro ski patrol with 40-hour WFA and AST 1 & AST 2; dual-discipline (ski + snowboard) and capable of safely capturing in all terrain and conditions and keeping pace with professional athletes while filming. Fast-turn video/photo editor, experienced in live posting, ambassador/media hosting, and cross-team collaboration.

## CORE SKILLS

- Content creation: On-mountain action, wildlife, aurora, lifestyle, events
- Video editing: Adobe Premiere Pro; DaVinci Resolve
- Photo: Adobe Lightroom, Photoshop; color, retouching; asset prep for web/print
- Social media: Platform-specific content (Instagram, TikTok, Facebook, YouTube), UGC curation, live posting, community engagement
- Ambassador/media hosting: Direction, safety, logistics, deliverables
- Systems/DAM: MtnOS (Transportation, Guest Services, Group Sales); Adobe Experience Manager and Immich for asset tagging/organization
- Safety & ops: Former Pro ski patrol; 40-hour WFA; AST 1 & AST 2; ethical wildlife practices

## EXPERIENCE

Lake Louise Ski Resort - Lake Louise, AB

### Transportation (Driver) | Nov 2023 to Present

- Safely operate guest transport; almost every spare moment off shift dedicated to capturing and delivering content for resort marketing (conditions, events, wildlife, action).
- Delivered timely assets to web and design.
- Coordinate with operations team for information that improve content relevance and speed.

### Sales & Marketing (Content Coordinator) | Nov 2022 to Nov 2023

- Produced on-mountain photo/video for website, social, and campaigns; assisted live posting, UGC curation, and community engagement across platforms.
- Covered events and delivered same-day highlights; organized/tagged assets to improve team accessibility and reuse.

### Content Creator (Contributor) | Winter 2015-16 to Present

- Long-term contributor to LLSR with hundreds of images used over the decade; as of 2025-10-04, 50+ images are currently live across website, signage, and collateral.
- Specialties: wildlife, action sports, northern lights, atmospheric conditions.
- Known for reliable, on-spec, on-deadline delivery tailored to web and design; almost 10 years of collaboration with website and design.

## **SkiBig3 Ambassador | 2018 to 2020**

- Represented SkiBig3 destinations; created destination content, engaged communities, and collaborated on campaign assets and social strategy.
- Additional Resort Roles (multi-season): Pro Ski Patrol; Snowmaking; Marketing; Transportation; Parking; Housing
- Assisted: Trail Crew; Utilities; Guest Services; Group Sales
- Broad operational knowledge that informs authentic, guest-centered storytelling

## **SELECT COLLABORATION HIGHLIGHTS**

- Web: Almost a decade of collaborating with LLSR website developer to deliver optimized, properly formatted assets on deadline.
- Design: Almost a decade of collaborating with graphic artist on print and other campaigns.
- Athletes: Worked with professional skiers/snowboarders; capable of capturing at their pace and on expert terrain.

## **TESTIMONIAL**

“It all started with a day of taking photos with you... that was the beginning.” - Cole Richardson, Pro Skier (used with permission)

## **CERTIFICATIONS**

- Wilderness First Aid (40-hour), current
- Avalanche Safety Training: AST 1 and AST 2

## **PORTFOLIO**

- [portfolio.rousseau.tv](http://portfolio.rousseau.tv)
- “Content Currently in Use” highlights PDF available on site

## **REFERENCES**

- Available upon request