

# Travis Rousseau

Mountain photographer + destination web systems

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## PROFILE

- On-mountain and wildlife content creator with 10 years documenting Lake Louise for web, social, advertising, and on-mountain signage.
- As of Fall 2025, 50+ images were documented in resort use across website, signage, collateral, and visitor-facing content.
- Former Pro Ski Patrol with 40-hour Wilderness First Aid, AST 1, AST 2, dual-discipline ski and snowboard experience, and the field judgment to capture in varied mountain conditions.
- Builds structured publishing systems, map and forecast interfaces, read-only data surfaces, offline resource workflows, and practical public web systems.

## CORE STRENGTHS

- Content creation: on-mountain action, wildlife, aurora, lifestyle, events, dining, facilities, and conditions.
- Photo/video: Lightroom, Photoshop, Adobe Premiere Pro, DaVinci Resolve, color, retouching, and asset prep for web/print.
- Social media: Instagram, TikTok, Facebook, YouTube, UGC curation, live posting, and community engagement.
- Systems: Astro, TypeScript, content collections, Pagefind, Sharp image tooling, Phoenix data services, maps, weather data, S3, and CloudFront.
- Safety and operations: resort workflows, transportation systems, guest-facing information, terrain, weather, access, and ethical wildlife practices.

## EXPERIENCE

### **Content Creator (Contributor)** | Lake Louise Ski Resort | Winter 2015-16 to Present

- Long-term contributor with hundreds of images used over the decade.
- Specialties include wildlife, action sports, northern lights, atmospheric conditions, and reliable web/design delivery.
- Nearly a decade of collaboration with website and design teams.

### **Transportation (Driver)** | Lake Louise Ski Resort | Nov 2023 to Present

- Safely operate guest transport while continuing to capture and deliver content for resort marketing.
- Create conditions, events, wildlife, and action content around shift work.
- Coordinate with operations for information that improves content relevance and speed.

### **Sales & Marketing (Content Coordinator)** | Lake Louise Ski Resort | 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 and tagged assets for team reuse.

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

- Represented destination brands, created destination content, engaged communities, and collaborated on campaign assets and social strategy.

## SELECTED PROOF

- 50+ documented public-use placements as of Fall 2025 across website, signage, advertising, newsletters, trail maps, dining pages, and visitor-facing content.

- Nearly a decade creating Lake Louise media with field experience across winter and summer conditions.
- Six resort departments worked, giving practical context for guest flow, operations, and content use.
- Worked with professional skiers and snowboarders, with enough field ability to capture at their pace and on expert terrain.
- "It all started with a day of taking photos with you... that was the beginning." - Cole Richardson, Pro Skier, used with permission.

## **SELECTED PROJECTS**

- Resort-used photography and content support: original image to documented placement across public surfaces.
- Mountain Conditions API: visitor-focused conditions display for wind, visibility, precipitation, roads, freshness, and forecast confidence.
- Custom Terrain Map: subtle 1.25x isometric terrain treatment balancing readability and mountain scale.
- Web-to-Book Publishing: structured content workflow for web pages, PDF, EPUB, and offline guide formats.
- Static/Hybrid Publishing: fast public web architecture with typed content, build checks, search, and CDN delivery.

## **ADDITIONAL RESORT CONTEXT**

- Additional resort roles: Pro Ski Patrol, Snowmaking, Marketing, Transportation, Parking, and Housing.
- Assisted teams: Trail Crew, Utilities, Guest Services, and Group Sales.
- Systems and asset organization: MtnOS across Transportation, Guest Services, and Group Sales; Adobe Experience Manager; Immich tagging and organization.
- Ambassador/media hosting: direction, safety, logistics, deliverables, and field coordination.

## **CERTIFICATIONS**

- Wilderness First Aid, 40-hour, current.
- Avalanche Safety Training: AST 1 and AST 2.
- Former Pro Ski Patrol.

## **WORKING STYLE**

Best with clear scope, direct feedback, specific priorities, written expectations, and a defined owner for decisions.