

## Professional Summary

End-to-end digital media producer specializing scroll-stopping, multichannel marketing content that converts. Ardently audience-centric and focused on building online communities through proactive engagement, two-way communication and undeniably valuable content.

## Key Strengths

### Experience

- ✓ Held roles in agency and in-house marketing environments.
- ✓ Managed brand experience for growing brands, as well as established national brands such as Mr. Lube.
- ✓ Tech sector experience working in-house at [CloudFix](#) and [Aimsio](#), as well as for agency clients, [ZS2 Technologies](#) and [AltumView](#).
- ✓ Managed content production by vendors, including budget adherence, writing detailed creative briefs and approving deliverables.
- ✓ Worked as a product owner within cross-functional marketing teams.
- ✓ Cultivated strong client relationships through effective communication, productive collaboration and exceeding expectations.

### Versatility

- ✓ Able to both produce and manage the production of high-quality content for digital marketing including photos, graphics, videos and copy.
- ✓ Adept at developing strong professional relationships with both internal and external stakeholders.

### Work Ethic and Attitude

- ✓ Evidenced by numerous LinkedIn Recommendations received from past colleagues and clients.

### Growth Mindset

- ✓ Eager to expand knowledge and skills, particularly in the areas of ad campaign management, performance analysis and optimization.

## Work History

### Content Producer - Digital Marketing & Brand (Contract)

*Mar 2023 - Dec 2023 | CloudFix*

- Increased prospect and client self-serve app usage by creating explainer videos and informational components for the product.
- Supported brand evangelism by designing a broadcast element set, scheduling episodes and managing YouTube content.
- Supplied graphic and video content required to generate SQLs through multichannel digital marketing campaigns.
- Produced product sheets, slide decks, infographics and other collateral to facilitate sales conversations.

### Digital Marketing and Content Specialist

*Feb 2022 - Present | Freelance*

- Developed marketing strategies based on business analysis and client goals.
- Developed online community management guides with a focus on proactive engagement.
- Created content production plans and monthly publishing calendars for social media profiles.
- Created digital media for paid ads and organic social media, as well as website and email marketing copy.

### Digital Marketing Lead

*Aug 2021 - Feb 2022 | Hook + Ladder Digital*

- Built an inbound B2B funnel using LinkedIn outreach, LinkedIn and Facebook ads and an automated email sequence which generated 40+ SQLs within 48 hours of launch.
- Optimized agency website for SEO performance based on updated target market profiles and content strategy.
- Designed, created and managed the production of agency brand content for website development, social media profile management, podcast production, online advertising, inbound marketing and email campaigns.

# Work History

## Content Strategist & Production Manager

- Developed content strategies for multichannel digital marketing plans within a cross-functional team.
- Co-authored quarterly content plans and monthly performance reports for paid, organic, funnel and email marketing.
- Sourced and managed content production partners and freelancers with a focus on building long-term relationships.

*Mar 2020 - Aug 2021 | Hook + Ladder Digital*

- Managed content projects produced by junior team members and external vendors, including budgets and contracts.
- Impacted agency profitability by managing content production budgets and ensuring on-time, in-scope asset delivery.

## Digital Content Specialist

- Collaborated with senior team members to execute, measure and optimize digital marketing strategies.
- Conducted research including stakeholder and subject matter expert interviews, keyword research (SEM Rush and Ahrefs), trend and sentiment analysis (Talkwalker), and segment psychographic profiles (Enviroics).
- Produced static and motion media creative including logos, infographics, GIFs, social profile assets, ad creative and organic posts.
- Planned and executed photo and video shoots, hired photographers and talent, and managed asset delivery.
- Developed client brand guides, project briefs and photo/video shoot plans for internal and external stakeholders.
- Owned brand adherence for all content which required developing a formal asset management process and controls.

*Mar 2019 - Mar 2020 | Hook + Ladder Digital*

- Wrote marketing copy for:
  - Social media captions
  - Video scripts
  - Lead magnets
    - Ebooks & guides
    - Reports
  - Facebook & LinkedIn ads
  - Google search ads
  - Google display ads
  - YouTube titles & descriptions
  - Website headlines, copy & CTAs
  - Landing/sales pages
  - Long- and short-form blogs
  - Email subject lines & body copy

## Creative Copywriter

- Proposed blog topic based on business goals, industry trends, market conditions and product UVP.
- Conducted in-depth research including stakeholder and subject-matter expert interviews.
- Wrote long and short-form articles to drive inbound (SEO) marketing objectives.

*May 2018 - Aug 2019 | Aimsio*

- Collaborated with graphic designers and curated stock images to increase SEO performance and CTA conversions.
- Developed high-conversion landing page copy, creatives and videos.

## Marketing Coordinator

- Researched competitors and analyzed market conditions to determine UVP.
- Created a digital marketing strategy to drive customer acquisition through online channels.
- Identified core brand messaging to inform website content, design and sitemap.
- Defined brand identity including logo, fonts and colours.

*Apr 2017 - Dec 2018 | STS Services*

- Developed a multi-page WordPress website to convert site visitors to customers.
- Created all website content including photos and copy.
- Managed Google Business Profile and Google Analytics.
- Managed company email accounts and website form submissions.

## Education

### **Bachelor of Business Administration, Hons.**

GPA: 3.94

Primary Major: Marketing

Secondary Major: Management

Minor: Psychology

2014 - 2018 | *Mount Royal University*

Mount Royal Marketing Society

VP of Events 2018 - 2019

## Certificates

### **LinkedIn**

Programmatic Advertising Foundations - 2022

### **IDEO U**

Insights for Innovation - 2021

### **DigitalMarketer Academy**

Digital Marketing Search Marketing Mastery - 2021

Certified Content Marketing Specialist - 2020

Direct-Response Copywriting Specialist - 2019

## Wild Card Work History

- Veterinary Technician
- Cutting Horse Trainer
- Geomatic Surveyor
- Food & Beverage Server
- Heavy Equipment Operator