**Steve Glen**

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***Communications and Business Strategy Professional***

Results-driven marketing professional with over 14 years of experience in CX, business strategy, multimedia content creation, interpersonal communication, and project management. Adept at transforming digital channels, implementing data-driven solutions, and enhancing brand presence through innovative campaigns. Proficient in multi-channel communications, administrative organization, and team leadership.

***Skills***

* **Digital Marketing & Strategy**: SEO (Ahrefs, Screaming Frog SEO Spider), content management, social media marketing (Meta), Google Ads, WordPress, CMS (Ad Orbit), email marketing (Mailchimp).
* **Technical Expertise**: Reaper, Ableton Live, DaVinci Resolve, Adobe: Photoshop, Lightroom, After Effects; Capture One
* **Business Analytics & IT**: Data analysis (RStudio, Python), dashboard design
* **Productivity Software**: Microsoft Office Suite, Google Workspace, Slack, Smartsheets,

***Professional Experience***

**Digital Strategist, Content Contributor, Resource Coordinator, and Business Analyst**

*Odvod Media / Odvod Publishing; Edify Magazine | Edmonton, AB* ***February 2020 - Present***

* **Digital Strategist (Primary Role)**
  + Led the transformation of digital channels (website, newsletters, social media) during the rebranding from *Avenue* to *Edify*, focusing on engaging internal and external stakeholders, including customers, suppliers, and digital partners.
  + Implemented and optimized content management strategies, resulting in **6 million article reads**, **18 million advertisement views**, and **1.7 million newsletter reads** through strategic copyediting, proofreading, image editing, hyperlinking, and SEO optimization.
  + Continuous learning and actively tracking emerging trends, tools, and methodologies to drive innovation and maintain high professional standards.
* **Content Contributor**
  + Developed high-quality images for print using professional photography techniques, adapting to client needs and journalism requirements across styles like landscape and portrait.
  + Innovated drone-based content ("Ed from Above") during COVID restrictions, persuading the team with compelling messaging and presentations.
  + Authored copy for marketing communications, press releases, and external brand communications, maintaining a consistent brand voice across platforms.
* **Podcast Production Specialist**
  + Managed multiple technical roles including **Co-Producer**, **Recording Engineer**, **Mixing Engineer**, **Mastering Engineer**, and **Live Audio Engineer**. Provided audio and video technical consulting services.
  + Developing brand guidelines for content delivered in a new medium
  + Client marketing collaboration and consulting providing expert guidance on branding, content, and digital engagement to drive measurable results.
* **Stakeholder Engagement Associate**
  + Designed and executed a grassroots engagement strategy at local events (farmers’ markets, street festivals), successfully raising awareness of the magazine’s rebrand through direct interactions, engaging tens of thousands of community members over 16 months.
  + Collaborated with distribution partners to embed magazines in takeout bags, ensuring distribution targets were met during COVID disruptions.
* **Business Analyst**
  + Designed and programmed data dashboards for internal use, effectively communicating analytics and key performance indicators (KPIs) to senior management.
  + Briefed senior leadership on complex business topics, providing strategic insights and recommendations.
* **Resource Coordinator**
  + Liaison with graphic designers, project managers, web developers, typesetters, clients and suppliers for print and digital marketing collateral.
  + Acting as Distribution Manager for print copies of *Edify*

***Volunteer Experience***

**Conduct Committee Co-Chair**

*League of Extraordinary Albertans | Edmonton, AB* ***April 2022 - September 2024***

* Investigate member conduct, mediate disputes, and implement fair resolutions, ensuring compliance with organizational policies.
* Collaborate with cross-functional teams to build relationships and promote strategic communication initiatives for reputation management.

**Media Lead**

League of Extraordinary Albertans | Edmonton, AB **2024 - Current**

* Collaborate with production project managers, photographers, copywriters, and social media teams to align media strategy with organizational goals.
* Develop and refine policies on consent, copyright, and content usage
* Oversee graphic design and media selection, ensuring cohesive branding and high-quality visual storytelling.

***Additional Experience***

* **Director of Photography:** Somerset, D., & Pope, D. (2025). *Rock Solid Resilience : An Evidence-Based Guide to Preventing Injury, Optimizing Strength, and Enhancing Performance*. Human Kinetics.
* **Event Coordinator** | 2019
* **Retail Sales** | 2006 - 2007, 2009, 2018 - 2019
* **Merchandiser** | 2014 - 2017
* **Bartender and Server** | Various roles from 2007 - 2013

***Certifications***

* **Google**
  + Cloud Digital Leader
  + Data Analytics Specialization
  + Ads Certifications: Display, Search, Video, Analytics Individual Qualification (2022)
* **Amii Training**
  + Machine Learning Foundations (2023)
* **Faculty of Extension, University of Alberta**
  + Analytic Models for Business Decisions (2019)
  + Information Access and Protection of Privacy (2023)

***Education***

* **Bachelor of Commerce** | University of Alberta, Alberta School of Business  
  Strategic Management & Organizations; Entrepreneurship, Marketing (2014 - 2018)
* **Bachelor of Arts** Transfer | Macewan University (2005 - 2007)