



ALY ANDREWS

# SENIOR EDUCATION CONTENT PRODUCER

Results-driven multimedia professional with nine years at Shopify, currently pursuing Technical Writing certification. Expert in educational SaaS content development, cross-functional collaboration, and AI-driven content innovation.

## CONTACT

📞 | +613-223-2720

✉ | [hello.alyanne@gmail.com](mailto:hello.alyanne@gmail.com)

🖱 | [LinkedIn](#)

📍 | Ottawa, Ontario

## PORTFOLIO

### Templates & Videos

[Public-facing examples](#)

### YouTube Channel

[Shopify Academy](#)  
(formerly Help Center)

### [Photography](#)

[Aly Anne Photography](#)

## EDUCATION

### Technical Writing

Graduate Certificate  
*Algonquin College | Part-time, online*  
2024-2026

### Marketing & Advertising

Diploma  
*Loyalist College | Belleville, Ontario*  
2007-2009

## SENIOR EDUCATION CONTENT PRODUCER

*Shopify | July 2023 - Present (Remote)*

Individual contributor for [Shopify Academy](#) on the Education and Enablement team. Content creation includes [written articles](#), [video scripts/production](#) and internal documentation. Working alongside Instructional Designers and Program Managers on certification tracks.

Accomplishment	Result
Created custom Shopify Academy LLM style guides trained to scrape Shopify content for most up-to-date information.	Reduce pre-production from 5 days to 1, including subject ideation to V1 script/article.
Onboarded Education team to new Reprise demo software. Implemented new Shopify admin demo course for merchants.	Maintained an 80% audience retention rate since February launch. Also showcased 30% increase in retention rate when compared to talking head video on the same subject.
Migration of 100+ educational videos between video hosting platforms, implemented structured nomenclature, tagging and audit system including customized onboarding documentation.	Video content was always live and accessible for viewers, Shopify staff had little disruption to workflow with step-by-step platform introduction and content data captured and segmented immediately.

### Content Strategy & Development:

- Writing articles and producing videos for structured learning tracks
- Content creation follows modular format serving audience segments from SMB, enterprise, partners and developers
- Redefined video success metrics from deflection to learning outcomes
- Build and maintain relationships with SMEs across Shopify Product, Support, Marketing and more.

### AI Innovation & Process Optimization:

- Developed Claude-based script writing agents adopted across teams
- Created Academy style guides designed to train LLM models for consistent brand voice and technical accuracy with scalable content creation
- Led Lunch & Learn sessions on AI optimization and became internal SME with recorded training sessions shared across Shopify

# MY SHOPIFY STORY

Starting as a Merchant Success Manager in 2017, I transitioned to Shopify's Documentation team in 2018 as a Video Producer. I single-handedly built the Shopify Help Center YouTube channel from scratch, creating such demand that I was given headcount to build a team. I grew from a solo English channel to the Video Lead managing 11 producers creating content across 14 languages.

After our video team moved from Support to Revenue during a re-org and shifting focus from merchants to enterprise partners, I chose to return to individual contributor work. During the re-org, my team also shifted from YouTube videos to Shopify Academy courses. Now I combine video production with article writing and course development while pursuing my Technical Writing certification.

## VIDEO PRODUCTION LEAD

*Shopify / Nov 2021 - July 2023 (Remote)*

Built and managed a team of 11 producing educational video content for Shopify Help Center YouTube channels. Developed comprehensive team management frameworks and absorbed Senior Management responsibilities during organizational restructuring.

Accomplishment	Result
Created comprehensive technical onboarding for Producers joining the video team.	New staff were equipped to self-serve their onboarding needs for their specific role, freeing up time for the remaining staff to continue producing.
Introduced webinar modality to video content offerings.	Real-time data collection during live Q&A and business case created to secure headcount for webinar-specific role.
Developed educational content roadmaps based on support data and learning opportunities.	Video content was based on real-support queries, meaning viewers were actively seeking our content out instead of contacting support. It saved Shopify money through deflection and organically improved Google search rankings through keyword topics.

### Team Building & Documentation:

- Designed end-to-end hiring process including role definitions, interview frameworks, and candidate evaluation criteria
- Created structured onboarding documentation with 30-60-90 day milestone check-ins
- Performed impact review cycles, career development frameworks and Burst planning

### Strategic Documentation & Process Creation:

- Launched multilingual content expansion project, securing headcount approval
- Established frameworks that scaled English content processes to 14 languages
- Authored remote filming guides on hardware/software setup, lighting, wardrobe and quality standards

### Content Strategy & Stakeholder Management:

- Developed educational content roadmaps based on support data analysis and learning opportunities aligned with Shopify quarterly goals
- Implemented systematic retros and review cycles to maintain content accuracy
- Expanded instructional video into on-demand learning webinars

## MY UNIQUE SKILLSET

I have a sharp mix of technical and creative skills, enriched by my technical writing journey. My hard skills include expertise of the Adobe Creative Suite for photo and video, data analysis and harnessing LLM to create custom workflows.

My soft skills shine in stakeholder management, process development and simplifying complex information. I excel at presenting and directing on-camera talent, while my technical writing background ensures precise, reusable content structures. This blend lets me adapt to new tech and audiences, delivering impactful, brand-consistent results.

### SENIOR VIDEO PRODUCER

*Shopify / June 2018 - Nov 2021 (Remote)*

Owned educational video strategy for customer onboarding and product adoption, creating content that directly reduced support volume and accelerated user success. Researched high-impact topics through support data analysis and SEO optimization to identify content gaps. Managed full production cycle from script development through post-production, serving as both content creator and on-camera host. Built scalable content frameworks that supported international expansion and team growth.

Accomplishment	Result
Launched 25-video POS series including script writing, SME training and cross-team coordination to film.	Influential POS hardware sales, 20k deflection savings first week of launch (tracked through concierge ID parameters).
2020 stats Hours watched: +70% (8,338 to 14,228) Views: +65% (240,192 to 396,223) Total subscribers: +130% (42,000 to 96,800)	Solidified need for instructional video within Shopify to secure additional resources, hired more staff, increased output and increased deflection savings.
Improved English YouTube SEO ranking from C+ to A-	Help Center videos surfaced higher than competitors in Google search results, videos surfaced as recommendations in YouTube algorithm

#### Customer Education Impact:

- Independently grew YouTube channel through organic traffic from 40,000 to 100,000+ subscribers within the first two years, earning Silver Plaque recognition
- Independently produced 92 videos (62 English, 30 international) within two years

#### International Expansion & Localization:

- Coordinated localization of 30+ videos through Videolocalize partnership
- Created comprehensive style guides and systematic tracking systems for international content scaling

#### Team Development & Process Creation:

- Developed scalable production workflows and quality control standards adopted across international markets
- Led cross-functional project management including 4-month, 25-video POS series with SME training and coordination

# LIFE BEFORE SHOPIFY

Before Shopify, I've had the privilege of working in beautiful locations around the world. I've worked at Disney World in Florida, a small Healthcare company in New Zealand and even in the lovely small town of Freshwater, Newfoundland.

My time traveling and working abroad saw me in a few different roles, but primarily in a server position. Customer service has played a crucial role in how I approach segmented audiences. The customer needs in each country were unique, the terminology used was different (which was my first insight into what localization truly meant) and the customer expectations varied greatly. This experience set me up for success when I joined Shopify as an MSM and catered to users globally, adapting my communication style.

## **MERCHANT SUCCESS MANAGER**

*Shopify / Jan 2017 - June 2018 (Remote)*

Coordinated support and educational content for merchants, enhancing software adoption through user-centered content development.

- Developed training materials and educational resources for both internal teams and external users
- Managed multiple communication channels while maintaining consistent messaging and quality standards
- Specialized in creating educational content for complex software integrations and merchant onboarding

## **MARKETING COORDINATOR**

*Dr. Info & Group Healthcare / May 2015 - Jan 2017*

Auckland, New Zealand & Remote

Led video tutorial projects for healthcare apps, ensuring stakeholder alignment and timely delivery.

- Defined project scopes, managed timelines, and coordinated promotional materials across teams to be used in clinics

## **ADVERTISING CONSULTANT**

*The Ottawa Sun / Dec 2011 - Sept 2012*

Ottawa, Ontario

- Managed sales projects, meeting deadlines and maintaining client relationships through effective communication

## **SERVER**

*The Keg Steakhouse and Bar / 2011 - 2016 (intermittent)*

Ottawa, Ontario

- Honed multitasking and client communication skills in a fast-paced environment while upselling entrees and drinks

## THINGS I LOVE

I've always been someone who needs to have a passion hobby outside of my work. A few years ago it was cooking and then I discovered my love of photography during the pandemic. What started out as a few portraits of friends and family, grew into an entire business with regular clients and sold out mini sessions with waitlists.

Not only did I prove again that I can create scalable business frameworks, I created a new source of income for my family and found a way to express myself creatively. After starting my Technical Writing program, I've since put a pause in my photography business, but still take a few clients throughout the year for creative joy.

### **CULTURAL REPRESENTATIVE**

Walt Disney World / Jun 2014 - Nov 2014

Orlando, Florida, USA

Worked in Food & Beverage at Le Cellier Steakhouse (Canadian Pavilion, Epcot), engaging international guests and educating on Canadian culture.

- Coordinated opening/closing duties, operated cash registers, and provided exceptional guest experiences post-training at Disney University

### **ACCOUNT MANAGER INTERN**

TAXI / May 2009 - Aug 2009

Toronto, Ontario

- Supported the Canadian Tire account, editing schedules, assembling decks, and assisting with creative briefs and research.

### **INTERN**

Chamber of Commerce / Mar 2009 - Apr 2009

Belleville, Ontario

- Assisted in planning community events, proofreading, and newsletter collation

### **COOPERATIVE EDUCATION STUDENT**

Sun Media, Standard Freeholder / Feb 2007 - Jun 2007

Cornwall, Ontario

- Wrote a weekly column on cancer survivors for Relay For Life, interviewing and photographing subjects