



## Elise Marion

**Content Developer,  
Designer & Strategist**

Heidelberg, Ontario  
Canada

**437-556-2866**

elisedaniellemarion@gmail.com  
elisedaniellemarion.ca



(digital portfolio)

### Strengths:

Creative Problem-Solving  
Analytical Thinking  
Communication & Storytelling

Leadership & Team Collaboration  
Strategic Vision  
Emotional Intelligence

Mentorship & Team Development  
Adaptability & Initiative  
Creating Organizational Systems



## Summary

Content developer, designer and strategist with a strong background in **content marketing, SEO, and audience development**. With over 7 years of experience across digital marketing and content creation, I'm skilled in integrating creative storytelling with **data-driven strategies** to boost engagement and drive growth. The result is a proven ability to manage cross-functional teams, mentor talent, and lead successful campaigns.



## Recent Projects

1. **PhD research** on the intersection of literature, technology, and neurodiversity.
2. Creation of the **"Stickie with it" workout method**.

## Professional Experience

### System1

#### Content Strategist

Remote/Guelph, Ontario

Mar 2022 — May 2023

- Implemented content marketing strategies that developed **data-driven content** that aligned with audience interests and market trends, driving engagement and organic traffic.
- Collaborated with cross-functional teams to design content calendars and execute **multichannel marketing campaigns**.

### Schema App

#### Digital Marketing Manager

Remote/Guelph, Ontario

Jan 2021 — Mar 2022

- Developed blog content to explain technical topics like **schema markup** and knowledge graphs, improving customer support and brand visibility.
- Used **Google Analytics** and **SEMRush** to track and analyze web traffic, adjusting content strategy for improved performance.

### System1

#### Head of Audience Development

Feb 2018 — Jan 2021

- Created **automated reporting systems** to provide actionable insights for the management team, enabling data-driven decision-making.
- Mentored and **led a team of content marketers**, focusing on performance improvement and skill development in content strategy and SEO.

### Search Marketing Manager

Oct 2017 — Feb 2018

- Optimized search marketing campaigns using advanced Google technologies to drive performance metrics with a **20%** increase in CTR.
- Orchestrated search marketing campaigns focusing on **audience segmentation**, content interests, and location targeting.

System1 continued

## Content Marketing Specialist

May 2016 — Oct 2017

- Managed a **diverse portfolio** of Google Ads and Facebook campaigns across sectors including healthcare, entertainment, finance, and travel.
- Produced in-depth reports for the **editorial team**, delivering **actionable insights** that informed and optimized content strategies.

## Education

Conestoga College

### Integrated Marketing Communications

Kitchener, Canada

2015 — 2016

- Post-graduate certificate including professional client management, **Adobe Creative Cloud** (Photoshop, InDesign & Illustrator), event management, and print marketing.

Dublin City University

### Masters in Comparative Literature

Dublin, Ireland

2013 — 2014

- "The Postmodern Frankenstein Complex" (2014): my dissertation explores themes of identity, creation, **literature** and **technology**.

McMaster University

### Bachelors of Arts in English & Classics

Hamilton, Canada

2009 — 2012

- Explored the roots of language, myth, and narrative, focusing on how ancient texts inform **modern human questions**.

## Skills

### SEO Tools:

SEMRush, Ahrefs, Google Keyword Planner

### Technical Skills:

HTML, CSS, A/B Testing, Conversion Optimization, Google Ads, WordPress

### Reporting & Presentation:

Google Analytics, Data Analysis (Excel, Google Sheets), Automated Reporting Systems

### Content Creation & Development:

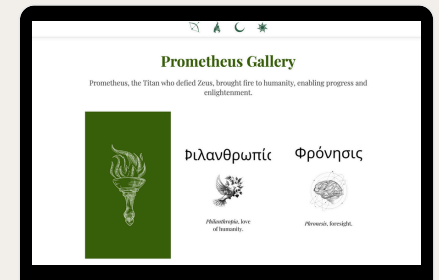
Multichannel Marketing Strategy, Competitive Analysis, Copywriting

## Professional Development

July 2024 — Present

### Artificial Intelligence

- Utilized **Generative AI** tools to assist in learning and implementing **HTML** and **CSS** for building my digital writing portfolio.
- Integrated **AI-generated code snippets** to enhance interactive elements and styling, gaining hands-on experience in front-end web development.



### PhD Research

- Conducting PhD research on the **intersection of literature, technology, and neurodiversity**, exploring how creative expression and AI influence storytelling for **neurodiverse individuals**.

### Product Development

- Developed the "**Stickie with it**" workout system as a hands-on tool to support wellness and improve **mental health** during my journey with **ADHD/ASD**.
- Created a self-help method that integrates **behavioural change techniques**, helping others manage stress and build confidence through gradual progression in physical and mental health routines.

