Elise Marion

Content Developer,
Designer & Strategist

Heidelberg, Ontario
Canada

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(digital
portfolio)

Strengths:

Prompt Engineering
Content Strategy
Process Optimization

Creative Problem-Solving
Analytical Thinking
Communication & Storytelling

Leadership & Team Collaboration
Strategic Vision
Emotional Intelligence

Mentorship & Team Development
Adaptability & Initiative
Creating Organizational Systems

Summary

Innovative content strategist and editorial professional with over 7 years of experience in digital marketing, content creation, & audience development. Skilled in merging creative storytelling with data-driven strategies to boost engagement and drive growth. Expertise includes SEO optimization, strategic vision, and the integration of cutting-edge AI tools to enhance digital experiences and streamline workflows.

Professional Experience

Accel Media

Editorial Coordinator

Remote/Heidelberg, Ontario
Dec 2024 — Present

- Increased **pageviews by 400%** and **unique users by 133%**, crafting data-driven content strategies and optimizing platform performance.
- Boosted **pageviews/user by 108%**, managing freelancers to produce engaging, audience-focused content.

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.

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:
Prompt Engineering, 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, Editor/Writer

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.

Prometheus Gallery
Prometheus, the Titan who defied Zeus, brought fire to humanity, enabling progress and enlightenment.
Φιλανθρωπία Φρόνησις
Philanthropia, love of humanity. Phronesis, foresight.

Product Development
- Developed the "**Stickie with it**" system as a hands-on tool to support wellness and improve **mental health**.
- 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.