

# CATHERINE ASHLEY DUMONT

## CONTENT MARKETING & STRATEGIST LEAD (EN/FR)

### PROFESSIONAL SUMMARY

Bilingual content strategist and marketer specialized in helping teams create effective English-language content. I build content systems and campaigns that connect products to people, from brand voice and messaging frameworks to blogs, social media, and thought leadership. With over eight years of experience in tech, gaming, and Web3, I help teams grow visibility, credibility, and engagement through clear, consistent, and useful content.

### CONTACT

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La Rochelle/Paris

[LinkedIn](#)

[Portfolio](#)

### WORK EXPERIENCE

#### Marketing & Communication Manager

Cometh | Web3 | Paris | Mar 2023 – Mar 2024

- Built and executed B2B content strategies supporting product launches, developer onboarding, and customer education.
- Transformed complex blockchain concepts into clear, engaging content tailored to different audiences and use cases.
- Collaborated with external agencies, developers, and partners to produce articles, campaigns, and resources that strengthened brand visibility and credibility.
- Created and managed content for collaborations and partnerships with other companies across the Web3 ecosystem.
- Developed blog, social, and email content aligned with marketing and product objectives, driving measurable engagement and lead growth.

#### Content Strategist Team Lead

Ubisoft Paris | Oct 2018 – Jan 2023

- Created and managed the content strategy for The Collective, Ubisoft's global knowledge-sharing platform serving 25,000 employees.
- Led a team of writers and video producers creating educational and storytelling content that showcased internal innovation and best practices.
- Collaborated with UX, developers, and communications to define information architecture, contributor workflows, and governance models.
- Developed reusable templates, taxonomies, and editorial playbooks to help teams produce clear, consistent English-language content.
- Trained internal contributors and experts to share knowledge effectively across departments and regions.
- Strengthened cross-team alignment during product and tool rollouts, improving content reuse by 75%.

## Community Developer & Writer

Ubisoft Montréal | May 2016 – Oct 2018

- Created and managed community-facing content across blogs, newsletters, and live events to strengthen player and employee engagement.
- Produced interviews, videos, and behind-the-scenes articles showcasing game development and studio culture.
- Managed Ubisoft's internal social media platform (a Facebook-style community hub) to connect teams, share updates, and promote collaboration.
- Collaborated with production, marketing, and PR teams to align messaging and ensure consistent communication across channels.
- Hosted live streams and community panels that increased participation and visibility by over 40%.

## ACADEMIC HISTORY

### Master of Arts in Social and Cultural Anthropology

Concordia University, Montréal | 2015–2017

Thesis: Independent Video Games and Media Imperialism

### Bachelor of Arts in Anthropology, With Honours

Concordia University, Montréal | 2011–2015

Published Honours Thesis: Gentrification of Saint-Henri

## SELECTED PROJECTS

**Harécot (2024):** Branding, launch comms & content for sustainable pillow startup

**Delir (2024):** UX writing & marketing strategy for vacation rental site

**Ubisoft E3 (2019–2020):** Hosted international livestream and pre-show

## SKILLS AND TOOLS

- **Content & Strategy:** Notion, Trello, Hubspot, WordPress, Figma, Miro,
- **Design & Visuals:** Photoshop (novice), Canva, PlayPlay
- **Campaign & Collab:** Slack, Zoom, Teams, Klaxoon, Discord
- **Languages:** Native English, Fluent French
- **Other:** HTML, SEO writing, Interviews, Editorial planning, content strategy, knowledge management