

# STEPHANIE DODGE

*Creative Communicator*

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## Digital Communications and Content Strategy

A writer who loves content planning and development, information architecture and analytics. I explore accessible language in digital media and its role in delivering better user experiences. I want to bring a data-driven, customer-focused approach to digital products and communications.

### Core Competencies

#### Content Strategy

Planning, editing and developing content for diverse audiences across a variety of platforms

#### Analytics

Turning data into actionable improvements, supporting presentation of success to clients

#### User Experience

Research, development, and testing of wireframes, workflows and designs

### Technical Skills

- Copywriting/editing
- Content auditing
- Mapping/Streamlining Key User Flows
- Google Analytics
- Adobe Creative Suite
- MS Office
- Brand Relations
- Project Management

## Work Experience

### Solutions Support Specialist

Devon Island Group – Toronto, ON

Nov 2013 – Jan 2015

- Managing timelines with digital media vendors to ensure brand-consistent and correct information is communicated to target audience across blogs, featured articles and co-branded assets
- Developing 30+ brand-consistent communications for CRM system, training client's staff on system and automation workflows
- Identifying and illustrating critical user paths through client website to facilitate redesign
- Troubleshooting and verifying all French-language media and content

### Digital Communications Assistant

Women's College Hospital – Toronto, ON

April – August 2013

- Managed content and information architecture for web-based projects
- Managed social media channels and staff portal to support consistent messaging relating to the hospital move
- Evaluated and made usability recommendations on agency wireframes, creative concepts and live prototype for a mobile site

**Digital Communications Intern****Women's College Hospital – Toronto, ON****Jan – April 2013**

- Drove engagement across social media channels to improve patient experience and brand reputation
- Developed a metrics scorecard to measure success in online initiatives and identify content opportunities
- Created and updated content across internal and external web properties to support communications strategy

**Social Media Strategist (project-based)****UserCentric Communications Inc. – Guelph, ON****April 2009 – Dec 2012**

- Developed client's social media strategy to expand reach of key messages
- Branded client's WordPress blog and Twitter account for consistent brand experience
- Worked with the client on content development to ensure continued value

**Content Creator, Social Media and Editorial****Fluxible, User Experience Conference - Kitchener, ON****April– Sep 2012**

- Developed editorial calendar on Basecamp for consistent messaging to drive website traffic and registrations
- Collaborative content creation for the Fluxible blog, using WordPress, to inform attendees and potential attendees
- Curated online conversations surrounding the event for a rewarding attendee experience

**Product Design Consultant****OpenText Corp (Master's thesis project) – Waterloo, ON****March – August 2012**

- Brainstormed and developed concept and feature set of an innovative and engaging enterprise app store model in a B2B environment
- Provided progress reports to stakeholders in face-to-face meetings to ensure continued buy-in
- Co-performed competitive analysis for better differentiation of product from competitors

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**Education****Master of Digital Experience Innovation****University of Waterloo – Stratford, Ontario****2012**

- Combining technology, creativity, and business
- Included 10-day study period in Israel to analyze the impact of culture on innovation and business

**Bachelor of Arts, Honours English Literature and Creative Writing****Concordia University - Montreal, Quebec****2011**

- Minor: Langue Française