Confidential Name  
**COPYWRITER & CONTENT STRATEGIST**

**Professional Summary**

Dedicated Content Marketing Strategist with experience spanning eight years in the creative management realm. A detail-oriented communications professional accustomed to producing compelling copy on short deadlines. Self-starter with experience collaborating with close-knit teams both in-house and agency-side.

**Skills**

* Outstanding writing, editing, proofreading, and presentation skills
* Online strategy direction including email marketing, blogs, SMM, branding, and content curation
* Creative direction and management
* Proficiency in MailChimp, HootSuite, HubSpot, Google Analytics, AdWords,   
  and Webmaster tools
* Proven influence marketing and thought leadership expertise
* Extensive experience with Adobe CS6/Cloud, HTML, CSS, Javascript, and a variety of CMS
* Comprehensive SEO/SEM knowledge
* Solid background in CRM

**Relevant Experience**

**Mevotech March 2016-June 2016**

Mevotech has been revolutionizing the automotive aftermarket for over thirty years. They create top quality, technologically advanced automotive part while delivering the best customer service and support in the industry.

**Communications Manager & Copywriter (Contract)**

Collaborated with the Marketing, Product, and Engineering teams to effectively communicate the Mevotech brand and its products through compelling copy.

* Creative direction, website mock-up design, marketing collateral and logo design
* Responsible for rewriting corporate website to reflect brand accurately and consistently
* Wrote high impact press releases that generate traction within the automotive industry

**A Nerd’s Word March 2015 – March 2016**

A Nerd’s Word is a boutique agency that offers their clients expertise in all areas of Graphic Design E-Commerce, Social Media & Community and Search Engine Optimization.

**Content Marketing Strategist & Copywriter**

Responsible for all marketing and content strategy services including, traditional and digital campaigns, preparing content calendars, web and social media content development, content curation, content repurposing, blogs, white papers, RTPs, annual reports, and newsletters.

* Developed SEO/SEM strategies, implement and monitor campaigns
* Performed site analyses, keyword research and assessed link building opportunities
* Data mining, prepared analytics, ranking reports, and marketing decks

**Hanno- Shields Centre for Leadership March 2014-2015**

Hannon- Shields Centre for Leadership is a centre of oasis for peace and compassion for living non-violently towards others, the earth and oneself.

**Communications Manager (Contract)**

Accountable for strategic external relations, advertising, branding, graphic design, web design, annual report, PR, event management, marketing activity and budget.

* Designed communications plan to engage stakeholders, community partners and media increasing donorship by 25 per cent
* Project management and content development for various communication platforms including social media, blog and monthly newsletters

**A Nerd’s Word Nov. 2011 – March 2014**

A Nerd’s Word is a boutique agency that offers their clients expertise in all areas of Graphic Design E-Commerce, Social Media & Community, and Search Engine Optimization.

**Sr. Copywriter**

Worked and collaborated with creative director, product managers, developers, designers, and business owners to conceptualize branding initiatives and copy direction.

* Expertise in Canadian finance, telecommunications, tech, SaaS, B2B, retail, hospitality, housing, architecture, legal, design, social justice, and renewable energy
* Ghostwriting using different tones to appeal to a wide range of audiences
* Writing for SEO/SEM campaigns, both organic and inorganic

**Education**

**B.A. Communications Studies and Visual Arts** 2005

University of Windsor, Windsor, ON

**A.A. Business Management** 2001  
Southern University, Shreveport, LA