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Summary: Ten years of experience as a marketing writer, specialist, storyteller, and editor with years of experience planning, creating, and optimizing content that moves the needle on brand recognition, reputation, and authority. Extensive SaaS, B2B content management, e-commerce, inbound marketing, and sales enablement experience.

Tools Experience: WordPress, Ghost, HubSpot CMS, Sprout Social, Hootsuite, Google Analytics, AI tools including ChatGPT, Clearscope (For Briefs), Shopify, Jasper, Trello, Asana, Salesforce, SEMRush, Ahrefs and more.

Education: Broadcast Journalism, Loyalist College Graduated 1995.

WORK EXPERIENCE

MediaEdge – Contract – Building Operations Designation Program Editor **07/2023 - Present**

Writing and editing certification program content for Canadian commercial building operators and the Property Management Institute of Canada. Interviewing, brainstorming, and collaborating with experts on building automation, smart buildings, HVAC, decarbonization, and energy conservation. Editing expert-written content for clarity, engagement, and relevance.

Fleet Complete – Senior Content Marketing Manager **09/2022 07/2023**

Responsibilities included:

- Planned, wrote, optimized, and edited web pages, blog posts, sales enablement presentations, brochures, emails, and social media posts.
- Managed the content calendar, project managing campaign initiatives and reported results.
- Provided marketing support to FC carrier partners, including AT&T, TELUS, and Rogers, with solution and product-related content.
- SEO-optimized website content and tracked performance with Google Analytics.

Result Highlights:

- Wrote articles on fleet management and video telematics, ranking within the top three on page one of Google results.
- Spearheaded a key campaign creating content assets to motivate existing customers to migrate from legacy software to a modern platform. The campaign accelerated customer migration volume targets three months earlier than expected. These early migrations (combined with a camera invoice credit campaign) drove record subscriptions of FC Vision, Fleet Complete's flagship AI-powered video telematics solution (1060 subscriptions, 160 over the May target in May).

Geotab – Senior Content Marketing Specialist **11/2021 - 09/2022**

As a senior content marketing Specialist at Geotab, I:

- Outlined, wrote, and edited blog articles, social media posts, ebooks, emails, and whitepapers promoting Geotab's connected, GPS-enabled fleet solutions.
- Collaborated with data engineering, product management and OEM teams to edit and optimize subject matter expert (SME) content for clarity and discoverability.
- Conducted Ahrefs keyword research to ensure that web content was SEO-optimized. Collaborated with product managers and SMEs to ensure content conveyed impactful, on-brand messaging.

Result Highlights: Acted in a project leadership role in rewriting, editing, and publishing a white paper that

featured a data quality proof of concept for Geotab's largest customer. The whitepaper was downloaded about 2,500 times in the first month of availability, exceeding the engagement goal by 30%. The report was stuck in internal, partner, and customer reviews for three years after the proof of concept before I took ownership of its completion.

UtilAssist – Marketing & Communications Manager

01/2020 - 07/2021

UtilAssist, a subsidiary of Alectra Utilities, serves North America's gas, oil, and water utilities. Reporting to the Senior Director of Marketing and Communications, my responsibilities included:

- Writing and editing customer-facing web content, whitepapers, email newsletters, and proposals.
- Managed digital marketing campaigns from ideation to final execution and results analysis.
- Planned, wrote, and edited content for digital publishing and ensured the content was optimized (using Google Analytics and SEMRush) for SEO and AODA standards.
- Edited and polished content from subject matter experts.
- Made recommendations for content services like proposal automation tools, video production services, and social media scheduling apps.
- Wrote two whitepapers for our parent company, Alectra Utilities, about the changing state of electricity rates in Ontario and across Canada.

Result Highlight: Website traffic increased by 25% in 2020 due to new content introducing new security and smart metering service offerings.

Xe.com - Content Marketing Manager/Lead Editorial Writer

08/2018 - 11/2019

I wrote, edited, published, and distributed content across our digital channels. I was the first lead B2C and B2B writer and editor for the corporate blog. I also edited and managed the translation of the Xe.com website and daily international currency market updates. I also acted as the lead writer and project manager for Xe.com's consumer—and business-oriented blogs.

- Monitored SEO performance across our digital channels to ensure our website maintained its ranking among the top 100 websites for traffic worldwide.
- Generated monthly executive reports using Adobe Analytics.
- Collaborated with international colleagues on the relaunch of the Xe.com site post-rebrand and the launch of a new global banking payments service.

Result Highlight: I exceeded new account registration and first-time trade goals by 18%.

At the end of my tenure, my responsibilities were moved to the Xe office in Los Angeles.

The Portal Connector – Partner Marketing and Sales

11/2014 - 03/2016

- Collaborated with partners and clients to acquire and develop self-service client/partner portals, which extend the value of Microsoft 365 and CRM.
- Managed client and partner relationships with a focus on business process efficacy, brand strategy, user engagement, integrated marketing strategies and delivering innovative, business process-centric web portals
- Gave direction to web designers and developers on design, workflow, and user experience (UX).
- Wrote content for customer and partner presentations and proposals
- Customer and partner relationship management and events
- Developed and executed strategy and marketing plans
- Engaged UX/UI design, product management and software development teams to ensure projects met timelines, milestones, and revenue targets.

Result Highlight: Exceeded quota by 23% in the first year.

Cloudworker Writing Services - Freelance Content Writer/Editor

9/2011 – Present

Freelance B2B and B2C content writer, editor, and marketer. I create web content, including blogs, web pages, case studies, whitepapers, ebooks, and educational content for several innovative companies.

Other activities include:

- Driving digital marketing campaigns from ideation to final execution and results analysis.
- Collaborating with customer UX/UI design and technical teams, working with client content wireframes to plan content publishing
- Writing and editing content to meet accessibility standards, such as active voice and short sentences.
- Collaborating with clients on social media and marketing plans and strategies.
- Tailoring content to client Content Style Guides to ensure the tone and language adhere to their communication standards for their defined audience segments.
- I worked on a contract basis as an SEO Customer Success Manager for gShift and as a Senior Content Strategist for five months for Retina B2B, a multinational digital agency.
- I contracted with Rogers Communications on a Unified Communications platform. Wrote marketing and support content for the project, and my team won the Digital Team of the Year for 2012. Contracted with Canada Post, MediaEdge, and digital agencies on various content projects.

TELUS Security Solutions - IT Security Business Development

01/2010 - 09/2011

Prospected, qualified, nurtured, and closed IT security contracts in the Ontario region and Eastern Canadian public sector. Tracked and updated leads, contacts, and opportunities in Salesforce.com.

Highlight Result: Exceeded my first-year quota by 25%.

OpenText Corporation - North American Government Account Executive

03/2004 - 11/2009

Progressive roles from inside sales to outside account executive and government proposal lead.

I was the lead proposal writer for competitive public sector RFPs. I spearheaded several winning bids, including a ten-year Province of Ontario Vendor of Record contract and significant provincial and municipal government contracts.

Highlight Result: Exceeded 2008 quota by 60% with a significant contract with the Ontario Securities Commission.

IBM Canada - e-business Solutions Sales Specialist

05/1997 - 02/2004

Conducted business development activities with prospects and partners who needed solutions for online self-service, analytics, e-commerce, Customer Relationship Management, ERP, and e-procurement.

Highlight Results:

Managed an internal sales lead activation and management program with CEO-level visibility to qualify, nurture, and distribute North American sales opportunities. This program led to many transactions and contracts, including a multi-year, high-value ecommerce contract.