

## HIGHLIGHTS

### 10 Years of Marketing Communications

- Developed and wrote creative briefs and marketing communications plans
- Lead staff and clients for content strategy, copywriting and copyediting
- Designed branding, trademarking, graphics and layout processes
- Facilitated product, marketing and legal approvals for communications and design

### Leadership Achievements

- Managed 2 to 20 staff and contractors within timelines and budgets
- Lead content strategy for Blast Radius digital agency client, Seagate
- Managed the content strategy and revision of Canada HR intranet for Best Buy
- Lead team for a \$20 million dollar account for RMG Connect (JWT) for HSBC
- Managed marketing and creative launches in Canada, US and Bermuda for HSBC
- Developed LifeMap marketing, resulting in \$300 million AUM 2 years for HSBC

### Digital Media Skills

- Copywriting, content strategy, PR, SEO and MailChimp
- LinkedIn, Facebook, Twitter, YouTube, WordPress and HTML
- Google Adwords, Adsense, Analytics and Insight
- Adobe Creative Suite, Contribute and Acrobat

## EXPERIENCE

### ■ PCIS (2011 to PRESENT) - IT CONSULTING

#### Manager of Marketing Communications (IBM & Microsoft Solutions)

- Created and implemented B2B marketing programs for traditional and online media
- Managed deliverables including brief, budget, timeline and creative execution
- Promoted company brand, communications, services and case studies
- Defined, identified and tracked market segments and outreach strategy
- Optimized, tested and analyzed landing pages, emails and social media metrics

### ■ BLAST RADIUS (2010 TO 2010) – AGENCY WORK

#### Content Strategist / Copywriter (Seagate)

- Edited Seagate *Voice, Tone & Style Guide* with *Personas Guidance* documentation
- Organized and wrote *Content Guidance* for Seagate design-build

### ■ AQUENT (2000 to 2010) – 10 YEARS CORPORATE WORK

#### KEY ROLES:

#### Account Director of Digital Agency Division (JWT)

- Developed and wrote creative briefs with campaign approvals
- Managed \$20 million dollar account to attract \$2 billion in deposits in less than 90 days
- Lead account team for paid search, banner ads and web development

#### Manager of Marketing Communications (HSBC)

- Developed and wrote creative briefs and marketing communications plans
- Designed LifeMap branding and marketing, resulting in \$300 million AUM
- Produced global investment website and 30 video webcasts
- Managed marketing, creative staff and contractors within timelines and budgets
- Lead web development team on content for relaunch of website
- Facilitated product, marketing and legal approvals for communications and design

**Copywriter / Technical Writer**

- Worked with agency team for client rebranding
- Wrote web, print, radio and TV advertising for quarterly campaigns
- Produced emails, blogs and Facebook posts to drive traffic to contest site
- Revised user guides, policies and procedures manuals
- Wrote copy and worked with design, graphics and layout for web and print
- Crafted copy for brochures, presentations and webpages

**CONTRACTS (PARTIAL LIST):**

- Shea Homes
- Telus Mobility
- ICBC
- Terasen Gas
- RMG Connect (JWT)
- HSBC
- Nokia
- PriceWaterhouseCoopers
- Verizon Superpages
- BCAA

**■ COMMUNICATIONS CONTRACTOR (2000 to 2011)****KEY ROLES:****Content Strategy, Copywriting, Technical Writing, Social Media and PR**

- Developed press releases, facilitated interviews and sourced press clippings
- Promoted events through Facebook, Twitter, Linked In and YouTube
  - Planned, organized, developed and maintained web content
  - Provided SEO copywriting for targeted and relevant web traffic
- Wrote emails, press releases, articles, letters and webpages
- Systemized and revised policies and procedures manuals

**CONTRACTS (PARTIAL LIST):**

- Sage Simply Accounting
- Blast Radius
- Best Buy Canada
- Door Knob Ads
- BNW Travel
- Mag Power Systems
- Opticom Technologies
- Ebay
- BCIT
- UBC

**EDUCATION**

- Bachelor of Arts Degree (English, Economics): University of British Columbia
- Marketing Communications Certificate: British Columbia Institute of Technology
- Digital Media Arts Diploma: Vancouver Training Institute
- Advertising Copywriting: Simon Fraser University
- Web & Print Production Certificate: Corporate Communications Training
- Advanced Internet Marketing Program: Internet Marketing Center