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[LinkedIn Profile](#) | [Portfolio](#) | [Personal Website](#)

Summary: I am a communications management professional with several years of content marketing and internal/external communications experience across industries including SaaS technology, online payments, and fleet management. I specialize in writing compelling marketing content for business and consumer audiences. Deep experience ideating creating, editing, and personalizing content to enhance brand recognition, reputation, and authority. Extensive communications planning, strategy and execution experience.

Tools Experience: Content Marketing Platforms: HubSpot Marketing and Sales, WordPress, Google Workspace Suite, Microsoft Office 365, Adobe Creative Cloud, Asana, Salesforce, Canva, and Clipchamp.

Education: Broadcast Journalism, Loyalist College

Volunteer Experience: Startup Canada – Communications Lead, 2014-2015

WORK EXPERIENCE

MediaEdge – Contract – Building Operations Designation Program Editor 07/2023 – 07/2024

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. Wrote, curated, and edited content for clarity, engagement, and relevance.

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

Responsibilities included:

- Planning, writing, optimizing, and editing web pages, blog posts, sales enablement presentations, brochures, emails, press releases, customer correspondence, 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. Created cobranded brochures, press releases, and other marketing assets in collaboration with agencies and freelancers. Managed events and presented solutions at industry conferences.
- SEO-optimized website content and tracked performance with Google Analytics.

Result Highlights:

- Wrote articles and copy for emails, social media posts and marketing materials on fleet management and video telematics, often 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, driving record FC Vision subscriptions. (1060 subscriptions, 160 over the May target).

Geotab – Senior Content Marketing and Communications 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

Responsibilities included:

- Wrote and edited 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.
- Created new website information architecture for better navigation from menus and home pages sliders.
- 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 – Marketing Communications Specialist/Lead Editorial Writer
05/2018 - 11/2019

As the lead writer for Xe.com's marketing team, I wrote, edited, published, and distributed content across our digital channels.

- The first lead B2C and B2B writer and editor for the corporate blog.
- Edited and managed page copy for the Xe.com website and daily international currency market updates.
- 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 rebranded corporate site using mockups and wireframes). Pages focused on a new banking mass payments service. Contributed to user interface and experience journey mapping.

Result Highlight: I exceeded new account registration and first-time money transfer goals by 18%. At the end of my tenure, my responsibilities were moved to the Xe office in Los Angeles.

The Portal Connector/pavliks.com – Partner Marketing and Sales Manager
11/2014 - 03/2016

- Collaborated with partners and clients to acquire and develop self-service client/partner/e-commerce portals, which extend the value of Microsoft Dynamics 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
- Helped coordinate and staff customer- and partner-targeted events
- 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 my first year.

Cloudworker - 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:

- 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 2016. Contracted with Canada Post, MediaEdge, HubSpot and digital agencies on various content projects.

TELUS Security Solutions - IT Security Sales 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 proposal-driven win with the Ontario Securities Commission.

IBM Canada - e-business Solutions Sales Specialist 05/1997 - 03/2004

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. 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.