

# Joy Blenman

CONTENT WRITER

## Profile

Throughout my career, I've produced multimedia content for national media outlets and global brands. My experience as a journalist coupled with my training in digital media equips me to craft content that is clear, well-researched and engaging.

In this new digital era, quality content can go unnoticed among the host of new memes, viral videos, and articles. As a journalist with training in SEO, social media strategy, and digital marketing I can help you produce strong content that stands out.

## Employment History

### Content Designer, Shopify, Toronto

NOVEMBER 2020 – PRESENT

- Write copy for marketing materials (ads, landing pages, white papers, scripts, etc.)
- Create strategies for using content to support users' needs for information and understanding in the digital products we design.
- Act as an advocate for Shopify merchants, representing their needs and interests in discussions about the role of content in the products we design and how that role may affect other aspects of a product's design.
- Create client-focused textual content ensuring that supports Shopify's design principles
- Partner with peers to shape or develop other (non-textual) content: information diagrams, UI concepts, and presentation materials.
- Apply the principles of Inclusive Design in content design and creation.
- Collaborate with Legal, Compliance, and other journey partner teams to ensure that our digital conversations satisfy our legal and regulatory responsibilities.
- Manage the documentation and sharing of content throughout its life-cycle.
- Perform content audits where appropriate.

### Copywriter , iX.co, Toronto

OCTOBER 2019 – DECEMBER 2020

- Produce a body of compelling, relevant content to tell our digital experience story through the lens of key vertical industries including: Sports, Media & Entertainment, Gaming, and Telecommunications
- Develop content designed to engage C-Suite decision makers
- Drive the creation of various types of demand marketing content to support a rapidly growing business
- Ensure material is technically accurate, creative, and aligned with messaging and voice guidelines
- Collaborate cross-functionally with product marketing, product mgt., sales, design and brand

### Content Designer, Intuit

FEBRUARY 2019 – OCTOBER 2019

-Writing, updating, and refining web content, blogs, social media channels, and other digital content to driver stronger user engagement and improve organic search rankings

## Details

6475283597

[Joy.Blenman@gmail.com](mailto:Joy.Blenman@gmail.com)

## Links

[Website](#)

[Beauty Blog](#)

[LinkedIn](#)

## Skills

Content Research & Development

Social Media Management

Google Analytics

Content Creation

SEO Copywriting

Adobe Creative Suite

Editing and Proofreading

Copywriting

Content Writing

UX Writing

UX Strategy

Digital Marketing

- Developing eye-catching headlines, ad copy, and social text resulting in higher rates of engagement

### **Content Editor, Sid Lee**

MAY 2018 – JANUARY 2019

In this role, I work on content marketing projects for clients such as H&R Block Canada, BlackRock, and iShares.

My responsibilities include:

- Creating editorial calendars
- Editing and fact-checking content marketing materials
- Researching and identifying story topics and trends using social listening tools
- Copywriting and writing articles, infographics, and videos
- Commissioning work to freelance content developers and maintaining a roster of journalists, influencers and content creators
- Initiating processes that shorten workflow timelines

## **Education**

### **Digital Marketing Management , University of Toronto**

2016 – 2018

### **Journalism, University of King's College**

DECEMBER 2009 – 2013

## **References**

References available upon request