

ADAM WINDMAN

(647)-400-9463

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SUMMARY

Content writer and strategist with fast-paced agency and startup experience. Background spanning the tech, finance, retail, and non-profit sectors.

EDUCATION

Honours Bachelor of Arts in English

University of Toronto

2014

SKILLS

Digital content writing

PR and UX writing

Copy editing/proofreading

B2B/B2C marketing strategy

Inbound marketing strategy

SEO writing and research

Basic HTML

SOFTWARE PROFICIENCIES

Microsoft Office

Google office suite

Wordpress

Yoast

SEMRush

Google Analytics

Adobe Indesign

Python

EXPERIENCE

Marketing and UX Writer

Finæo

2019–Present

Marketing and UX writer for a Toronto startup reinventing the insurance industry from the ground up. Projects included website rewrites, a major press release, UX writing, and crafting a unified brand voice. Currently brought in, on occasion, for editing and consulting.

Content Writer

Thinkdo

2015–present

Writer and editor for the marketing agency Thinkdo, with clients in the tech, retail, and non-profit sectors. Projects include marketing calendar and content development, copy editing, inbound strategy, mail campaign writing, and SEO.

Copywriter

Optimize Capital Markets

2015

Brought in for a fixed two-month contract to create sales scripts for over-the-phone and email sales. Distilled three unique brand voices to represent distinct sectors of the business: retail bank, wealth management, and online investment platform.

Copywriter

Geekspeak

2014-2015

Projects focused on high-volume blog writing, product descriptions, and interviewing business owners for articles on Yellowpages.ca.