

ANDREA LOWE

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🌐 <https://andrealowe.journoportfolio.com/>

Professional Summary

Strategic thinking, creative writer and graphic designer who excels at producing results-driven content for both B2B and B2C audiences. Extensive experience writing, editing and designing content for multiple channels as part of a team and independently. Adept at analyzing needs, conceiving creative concepts, and producing high-performing deliverables.

Education

Honours Diploma,
Print Journalism
Sheridan College, 2007

Skills

Content writing

- ebooks
- web copy
- infographics
- email copy
- case studies
- product brochures
- video scripts
- blogs
- Op-Eds
- nurture campaigns
- one pagers
- sales & presentation decks

Webinars

Video editing

Social media

Graphic design

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

Hootsuite

Hubspot

Pardot

Wordpress

AODA/ADA/WCAG

Professional Experience

Think Research | Head, Content Marketing | January 2023 - present
Senior Content Writer and Social Media Manager | July 2021 - December 2022

- Created and launched content marketing strategy that increased web traffic by over 60%
- Manage webinar program that has delivered +4.4 million in pipeline
- Led corporate rebranding and styleguide updates to modernize all brands
- Manage small team of marketing and video specialists and freelancers

eSSENTIAL Accessibility | Senior Content Writer, April 2020 – June 2021

- Wrote and distributed quarterly cornerstone content to drive leads and generate brand awareness
- Maintained editorial calendar with topical content
- Draft and publish weekly blogs that incorporate SEO and deliver first page ranking
- Write and design sales support content for use in outreach efforts
- Gained solid understanding of accessibility best practices for websites and content

[24]7.ai | Digital & Integrated Marketing Analyst, September 2019 – March 2020
Content Marketing Writer, September 2017 – August 2019

- Researched and wrote a variety of content to engage consumers, including thought leadership, web copy, articles, social content and emails
- Worked with vendors to ensure outsourced content adheres to brand tone and voice
- Managed organization's social media channels using engaging, relevant content to grow audience and encourage interaction

BDO CANADA | Content Marketing Specialist, June 2016 – September 2017

- Researched and wrote a variety of engaging content, including thought leadership, web copy, brochures, press releases and marketing assets
- Edited internal and outsourced content to maintain brand tone and voice
- Collaborated with industry and service line leaders to determine copy direction and visual strategy for firm content and digital campaigns
- Managed and monitored firm's social media channels ensuring posts performed effectively

LIME ADVERTISING INC. | Senior Copywriter, October 2014 – June 2016

- Wrote and edited marketing and editorial content for various channels including websites, eblasts, in-store promotions, brochures, corporate blogs and online advertising campaigns for multiple clients
- Wrote SEO-driven content for multiple client websites
- Created social media posts to inform and engage readers, spark conversations and drive website traffic
- Brainstormed and pitched creative concepts for ad campaigns and client rebrandings

TC MEDIA | Copywriter/Proofreader, Sept 2013 – Sept 2014 (Contract)

- Wrote and edited headlines and copy for Canadian Tire and Rexall/PharmaPlus national flyers and specialty catalogues distributed nationwide
- Ensured all advertising campaigns contained proper style, pricing and zoning for Canadian markets

POSTMEDIA EDITORIAL SERVICES | Editor/Lead Page Designer, Sept 2009 – Sept 2013

- Edited copy, proofread layouts, wrote headlines and cutlines for various Postmedia publications
- Wrote features for TVTimes publications
- Designed news, sports, travel, business, arts, and special feature pages for The Ottawa Citizen, Montreal Gazette and Financial Post
- Quality controlled completed layouts ensuring exact design and style specifications
- Managed small team of designers and trained new employees

CHILL MEDIA INC. | Editorial Assistant, February 2007 – June 2009

- Brainstormed and created timely, topical and original story ideas for Chill Magazine and Golf Canada
- Assigned stories and managed freelance writers, photographers and illustrators
- Secured interviews with various personalities

References available on request.