

# Lucy Zemljic

Cambridge, Ontario | (647) 380-8430 | [lucy.zemljic@gmail.com](mailto:lucy.zemljic@gmail.com) | Portfolio: <https://lucyzemljic.journoportfolio.com>

## Professional Profile

---

Creative and detail-oriented digital marketing and communications professional specializing in content creation and strategy, copywriting, search engine optimization, and social media management.

- Excellent written and verbal communication skills, in both English and French.
- Experienced in various forms of content creation, including website copy, blogging, social media, e-mail campaigns, infographics, digital and print ads, whitepapers, fact sheets, brochures, and case studies.
- Proven experience in spearheading and developing content marketing and communications solutions across multiple channels, including developing and executing data-driven content and social media strategies.
- Extensive agency experience working directly with various forms of media.
- Experienced in search engine optimization, optimizing content for web and mobile.
- Highly detail-oriented and organized, consistently managing multiple priorities to deliver exceptional results.

## Experience

---

### **Digital and Marketing Communications Specialist | Gore Mutual Insurance | November 2019 – September 2020**

- Creating, editing, and proofreading content for various internal channels, including news and blog pieces for Gore Core (employee intranet platform), e-mail campaigns, and employee bulletins and communications.
- Researching, creating, editing, and proofing external broker- and consumer-facing content, both print and digital, including website landing pages, blog posts, e-mail blasts, bulletins, fact sheets, brochures, and case studies.
- Translating complicated insurance concepts into easily digestible articles for various audiences.
- Creating and managing internal and external e-mail marketing campaigns using e-mail marketing platforms.
- Spearheading and developing communications and social media strategy and execution for Insurance Store – Gore Mutual's new brokerage. Developing and executing social media and content marketing strategy, creating and maintaining editorial calendars, achieving exponential growth across Facebook, Instagram and LinkedIn.
- Collaborating with internal experts to produce relevant, high-quality informative news pieces and internal copy for Gore Mutual website, employee intranet, and internal e-mail campaigns.
- Conducting in-depth interviews with internal employees and external partners, creating and producing high-quality journalistic pieces for Go Magazine, Gore Mutual's monthly digital publication.
- Communicate Insurance Store's values, story, and message through various platforms, raising awareness for the new company to key internal and external stakeholders while building reputation.
- Working with videographers in development of various video marketing materials.

### **Associate Account Manager – Content | Catalyst Canada | October 2017 – November 2019**

- Created and edited engaging, informative, and search engine optimized content for clients' various digital channels; ensuring content resonated with clients' audiences and drove clicks, shares, and engagement.
- Researched, edited, and proofread clients' internal and external communications; collaborated with insurance clients' Underwriting and Legal teams to ensure content complied with proper editorial standards.
- Managed clients' large-scale, integrated communications campaigns, from development, to execution, to reporting; collaborated with internal and external teams to create omni-channel communications plans.
- Used a data-driven approach to develop clients' content strategies, using web analytics and search trends tools to help grow clients' organic search visibility, drive engagement and increase brand awareness.
- Translated content into French as needed; coordinated translations with internal and external translation teams.
- Created and presented regular content and social media reports using various analytics tools.

- Assisted the Content Manager with mentoring of new Content team members; developed training documents.
- Continuously ensured that client relationships were healthy, and that clients' goals and KPIs were exceeded.

### **Content Creator | Catalyst Canada | February 2015 – October 2017**

- Created, edited, and published engaging, conversational, and industry relevant search engine optimized web content for clients' online assets, including landing page copy, blog posts, editorial calendars and whitepapers, adapting content and writing style to each client's specific brand voice and tone.
- Created compelling, on-trend written and visual social content – for both organic and paid social media efforts – across multiple platforms, including Facebook, Twitter, Instagram, LinkedIn, and Pinterest.
- Used in-depth SEO knowledge to optimize all client content, including blog posts, articles, and landing pages.
- Created and executed monthly content calendars based on keyword research, social media listening efforts, competitive landscape analysis, and trend monitoring for multiple clients.
- Derived insights from keyword research, web analytics, social media, and paid search to develop content and social media strategies; created monthly performance reports to determine if new strategies were needed.

### **Copywriter | Lowest Rates Inc. | October 2014 – February 2015**

- Wrote and edited SEO-friendly blog posts and news pieces for LowestRates.ca and LowestRates.com.
- Researched and updated web content for LowestRates.ca; edited press releases and e-mail blasts.

### **Communications Coordinator | Lowest Rates Inc. | May 2014 – October 2014**

- Wrote and edited web copy, including news pieces, blog posts, and evergreen content.
- Worked with designers, developers, and marketing team members in production of campaign collateral.

### **Communications and Social Media Intern | Critter Search Inc. | October 2013 – May 2014**

- Wrote topical and SEO-friendly blog posts and news pieces, adopting appropriate style based on clients' needs.
- Crafted copy for various social media channels, including Facebook, Twitter, and LinkedIn.

### **Media and Communications Intern | Bell Canada | November 2012 – March 2013**

- Researched, wrote and edited content for online and print, adapting to a brand-specific writing style.
- Collaborated with other departments in the creation of specialized collateral.

## **Education**

---

### **Honours Bachelor of Arts – With High Distinction | 2007 – 2011 | University Of Toronto**

- Majors: English, Professional Writing and Communication
- Minor: French Language

## **Professional Skills and Certifications**

---

**Analytics Tools and Systems:** Google Analytics, Adobe Analytics, Google Webmaster Tools, BuzzSumo, Facebook Analytics, Twitter Analytics, LinkedIn Analytics

**Content Management Systems:** WordPress, Wix, Blogger

**E-mail Marketing Platforms:** Constant Contact, Mailchimp

**Social Media:** Facebook, Twitter, Instagram, LinkedIn, Pinterest, Google+, Sprout Social, Hootsuite

**Software:** Microsoft Office Suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign)

**Languages:** French (fluent,) Croatian (fluent,) German (basic)

**Certifications:** Google Analytics Individual Qualification, Google Adwords Fundamentals, Facebook Blueprint Certification