

# AMY WOOD

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## SOCIAL

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@amy.would

## PROFILE

Experienced and passionate writer, editor and B2B digital marketer. Published in print nationally and internationally over 20 times. Founder of Shine Bootcamp, a keynote speaker bootcamp for women

## PROFESSIONAL EXPERIENCE

Customer Marketer  
Unbounce Marketing Solutions  
Sep 2017 - Present

- Developed and implemented multiple one-to-many customer campaigns with an emphasis on revenue expansion and feature adoption
- Prototyped and finalized campaign collateral including video concept and scripting, email copy, landing page copy, in-app copy and more
- Developed and implemented campaign messaging framework to ensure messaging is clear and consistent across all mediums
- Built and tracked multi-channel campaigns using software such as Hubspot, Intercom, Unbounce, Hotjar and more
- Collaborated with design, UX and multiple other teams to ensure streamlined experiences throughout the customer journey

Content Writer/Editor  
Unbounce Marketing Solutions  
Nov 2015 - Sep 2017

- Contributed to the Unbounce blog on a regular basis; maintained and updated Unbounce's editorial calendar
- Edited and proofread content written by internal and external contributors
- Worked collaboratively with internal experts on co-written content
- Spearheaded the Unbounce Official Contributors program, which included a roster of high-ranking, regular contributors
- Optimized existing high-ranking content for lead generation

Content Coordinator  
Unbounce Marketing Solutions  
Nov 15 - Jul 2016

- Created Unbounce's Style Guide to ensure consistency across all content
- Maintained Unbounce's Wordpress blog; comfortable navigating CMS
- Drafted and communicated process for working with internal and external contributors

Editor  
Alive Publishing Group  
Apr 2011 - May 2013

- Saw articles through all steps of the editing process from substantive editing to copy-editing to several rounds of proofreading both on and off screen
- Participated in weekly lineup meetings (pitched article ideas, suggested new writers, crafted detailed requisitions)
- Oversaw production and editorial of Alive's retailer publication, Thrive
- Managed and developed the strategy for Alive's food blog

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Copywriter  
ethicalDeal  
2013

- Crafted promotional copy for a variety of environmentally friendly products and services on a contract basis
- Delivered high-quality content in a timely manner, with minimal edits required
- Successfully juggled full-time work with demanding freelance deadlines

## EXPERTISE

SaaS Marketing  
Customer marketing  
Health and wellness  
Diversity + Inclusion

## COMPETENCIES

Hubspot (lists, emails, lead gen)  
Wordpress and other CMS  
Hotjar  
Unbounce  
Intercom  
Hootsuite  
InDesign

## EDUCATION

**Diploma of Professional Writing**  
Douglas College  
2011

**Social Media Fundamentals**  
UBC Continuing Education  
2012

## VOLUNTEER & COMMUNITY WORK

### Shine Professional Speaker Bootcamp (formerly CentHER Stage)

Co-Creator, Programming & Ops

After a piece I co-wrote about the lack of gender diversity at marketing conferences went viral, I pitched a free keynote speaker bootcamp for women in digital and traditional marketing. In October 2017, we hosted 15 women for its inaugural bootcamp. Several of the women have gone on to book speaking gigs at GrowthHackers Conference, Digital Growth Unleashed, Inbound, CTACConf, HootupYVR and more.

### Generosity in Action Taskforce, Unbounce

Member

As a member of the Generosity in Action Taskforce (GiA), I work with our Community Engagement Manager as well as other Unbouncers to plan and support community and charitable initiatives which are important to staff.

### The Yogic Way Magazine

Editor

As editor of The Yogic Way, a (formerly) quarterly publication, I oversaw all creative content, from Ask the Expert columns to full-length feature articles. I developed a working Style Guide and edited all content to ensure consistency, accuracy and readability.