



Contact: Jesse@Shipwrckd.com, 647.830.1666, @Jesse_Ship

Who am I?

Social Media Manager and Digital Production Specialist with track record in major print & TV media, digital advertising, arts and culture.

Artillery:

- Proofreading and copywriting, digital, social media, long and short form, contesting, crisis management
- Hootsuite Enterprise (Ads, Impact, Insights) Sprinklr, Expion, WorkFront (Project Management), Wordpress, Adobe Premiere, MS Office Suite
- Mac & PC proficient
- Bilingual: English, French

Professional Experience

Shipwrckd Media | 2011 - Present

Select Freelance Journalism:

Toronto Star, Vice Noisey, Vice Thump, BlogTO, AOL Spinner, Huffington Post, Design Lines, Exclaim, Flight Centre, Little Burgundy, Now Magazine, The Grid, CBC.

Copywriting for clients such as:

Wind Mobile online catalogue, Canadian Tire, AMEX Travel Insurance, Fodor's Travel Guides, Toronto Tourism

Mackenzie Investments | November 2017 – January 2019

Social Media Manager

Achieved YoY increase on key social media platforms including Facebook (817), Instagram (280) LinkedIn (3,368)

Increased frequency of outreach with paid campaigns using a/b testing and monitoring engagement results

Collaborated with Marketing Strategy team to refine social strategy to reach niche industry segments (MFDA & IIROC Financial Advisors)

Provided creative direction and copywriting of paid and organic social content for LinkedIn/Facebook/ Twitter/Instagram using multiple media formats achieving .5% CTR on Facebook and LinkedIn.

Ran 8 – 10 campaigns during time spent in role.

Collaborated with Sponsorship team to conceptualize and run seasonal contesting campaigns with partners at PGA, Alpine Canada and Olympic athletes. Contests featured Canadian Olympic athletes during PyeongChang Winter Olympic games.

Winter contest garnered over 10,000 entries across Facebook & Twitter and increased brand awareness.

Oversaw digital production of all social materials such as whitepapers, banner campaigns, videos.

Worked closely with PR team and copywriter to develop responses to crisis situations e.g. Danforth Shooting, OSC regulation violation.

Holt Renfrew | May 2017 – August 2017

Social Media Specialist & Product Copywriter

Crafted copy for daily Instagram posts to reach luxury retail audience and increase brand awareness
Scheduled content across retail social media channels to ensure awareness of sales and brand promotions
Wrote romance and product copy to populate online catalogue with an average rate of 80 / day
Monitored and responded to online community via social media

Cineflix Media | August 2016 – December 2016

Digital Marketing Specialist & Social Media

Created and scheduled editorial calendar content of 50 posts / week across multiple platforms for top tier shows, including Property Brothers, Mayday/Air Crash Investigation, Food Factory,
Crated social marketing collateral using DIY digital production platforms such as Canva and Pablo.
Collaborated with production and executive producers to write customized digital campaign strategies for show or seasonal launches.
Digital production and packaging of content for Property Brothers iPad app using custom CMS.

Toronto Star | March 2014 – June 2016

Social Media Editor/Digital Producer

Wrote headlines and display copy for various social platforms (Facebook, Twitter, Reddit, Instagram) at rate of 20 / day
Used news judgment and metric tools (Chartbeat, Omniture, Expion) to identify trending stories and optimize traffic driven to TheStar.com.
Deployed breaking news alerts (BNAs) to social platforms within maximum of 5 minutes
Reported daily to team leads on metrics and advising of new trends and strategies.
Increased readership through social engagement

Experience Prior to 2014

Tonica Kombucha

Publicity Manager

Garnered press for Tonica Kombucha, a locally made health beverage.
Earned press in various publications and TV news outlets, daytime TV talk shows, organized sponsorships and partnerships.
Organized event participation, distributing samples to influential media.

KG&A

Publicist

Acted as publicist to high profile home, design and lifestyle industry clients.
Crafted press releases and pitching story ideas for niche trade publications as well as mainstream print/online media.
Researched niche markets. Promoted and coordinated small to large scale events (50 – 500 people)

Totem Brand Stories

Copy Editor – P&G Brandvoice, Rouge Magazine

Provided deep Quality Assurance (QA) and User Acceptance Testing (UAT) using bug tracking software for Procter & Gamble web initiatives (Brandvoice & Rougemag), while working closely with onsite and off shore developer team. English and French copy edits deployed as well.

Education

Advertising Copywriting, Diploma Humber College, 2009

Writing for Print Media, Certificate Chan School of Continuing Education, Ryerson U, 2007

Expressive Writing, Certificate George Brown, 2007

Bachelor of Arts, University of Toronto, 2004