



Work: www.jesseship.com
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Who am I?

Strategic Social Media Manager and content creator with track record in print & TV media, digital advertising, arts and culture.

Artillery:

- ☐ Hootsuite Enterprise (Ads, Impact, Insights) Sprinklr, Expion, WorkFront (Project Management), Wordpress, SharePoint, Adobe Creative Suite, Microsoft 365 (Office, SharePoint, etc.) Box
- ☐ Social Media management, strategy, social copywriting, long and short form copy, proofreading, contesting, crisis management
- ☐ Bilingual: English, French

Professional Experience

Shipwrckd Media | 2011 - Present

Select Freelance Journalism:

Toronto Star, Vice, BlogTO, PAX News, AOL, Huffington Post, Design Lines, Flight Centre, Little Burgundy, Now Magazine, CBC.

Social, Content & Copywriting for clients such as:

RideCo, Warner Bros, Scotiabank, Wind Mobile online catalogue, Canadian Tire, AMEX Travel Insurance, Fodor's Travel Guides, Toronto Tourism, SunLife

TJX Canada (Winners, HomeSense, Marshalls) | September 2024 – current (contract)

Internal Communications Content Manager

Supported Internal Communications team with roll-out of national HR intranet incorporating Home Office, Regional, Retail and Distribution Centers
SharePoint page design and keyword-driven copy development of policy documents for both associates and people leaders
Policy database management

Kobo | September 2022 – December 2022 (contract)

Copywriter

Responsible for writing strategic promotional copy for seasonal and topical campaigns across all digital properties (web, social, CRM)

Maple Corp. Canada | May 2021 – July 2022

Copywriter

Supported consumer-facing and business development initiatives at Canada's leading virtual healthcare (telehealth) provider
Developed strategic public health and brand awareness campaigns for print, social and CRM
Assisted in managing copy and page development via SharePoint

Canadian Stage Company | December 2020 – May 2021 (Contract)

Social Media Manager & Content Writer

Strategy, development and execution of the Canadian Stage Company's social media presence
Marketing content writer for upcoming productions

Harry Rosen | October 2020 – April 2021 (Seasonal)

eCommerce Product & Content Copywriter

Wrote romance copy, descriptions and took measurements for luxury menswear on HarryRosen.com
Minimum 30 items/day

Foresters Financial | October 2019 – December 2019 (sick leave contract)

Social Media Strategist

Designed awareness campaign strategy for Forester's first foray into paid social on Facebook & LinkedIn

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,
Created 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

Education

Advertising Copywriting, Diploma Humber College, 2009

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

Bachelor of Arts, University of Toronto, 2004