

TIMOTHY M. TRAVIS | CONTENT MARKETING

Suite 2510-233 Robson Street | Vancouver, BC, Canada | V6B 0E8
778.991.2524 | timtravismarketing@gmail.com | [LinkedIn](#) | timtravis.com

Klue
203-128 West Pender Street
Vancouver, BC, Canada V6B 1R8

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Re: Content Marketing Opportunity at Klue

Klue helps its customers grow their businesses through competitive intelligence. Now I want to help Klue compete and grow through intelligent and meaningful content.

Hi. I'm Tim Travis and I'm an experienced and accomplished content marketer. Since 2003, my work has focused on creating and delivering meaningful content across a variety of channels and touchpoints to a range of audiences. Mine is a world of ideas, stories, calendars, data tables, keywords, journey maps, flywheels, and actionable content. And I offer a rich and deep background in producing and managing a wide array of content for digital, search, inbound, social media, email, newsletters, blogs, video, downloadables, and the like.

Of course, there are more details in my resume, but here's a quick snapshot for you:

- Seven years in content, creative, editorial, and communications at global insights firm Ipsos
- A full year in content marketing and digital communications at SaaS startup Clio
- Two years of content, digital, search, and social media marketing at the Slater Vecchio law firm
- Recent content and marketing roles at research firms Angus Reid and Insights West

Filling funnels, sharing stories, and exploring content ideas that attract, engage, and delight new customers – with a strong value proposition, an even stronger call to action, and researched and optimized at every point – these are my aims as a content marker, and what I love most. Given the competitive insights Klue provides to its entrepreneurial customers, the hustle and excitement of a growing startup, and the opportunity for creating amazing content, I see this as a dream job. I'm really excited to explore this opportunity. Let's talk!

Contact me today at timtravismarketing@gmail.com or at 778.991.2524 to set up a time to discuss this opportunity, my background, and what I can do to deliver a truly outstanding content marketing experience for Klue and its audiences. You can also visit timtravis.com to learn more about my experience and sample some of my previous work.

I look forward to connecting with you soon.

Regards,

Tim Travis

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An accomplished, creative, and resourceful content marketer with close to two decades of experience in planning, creating, distributing, measuring, and optimizing marketing content.

EXPERIENCE

- Extensive experience in executing content marketing and communications strategies
- Experience in managing digital campaigns, data analysis, and asset creation
- Deep experience and skills in writing, creating, curating, and optimizing marketing content
- Collaborative work with decision-makers and product, creative, service, and sales teams

RELEVANT EMPLOYMENT

Marketing Director | Insights West - Vancouver, BC (April 2019 - December 2019 contract)

Led the development and distribution of various content, email, communications, social media, and digital marketing campaigns for a market research firm.

- Oversaw the complete redevelopment of the firm's brand, content, and visual identity program
- Created and distributed content pieces for clients, media contacts, and email subscribers

Marketing Director | Angus Reid Forum - Vancouver, BC (August 2018 - April 2019)

Oversaw digital marketing, social media, and content strategies to recruit new members into an online nation-wide market research community.

- Created and placed advertising content across a variety of online and social channels to sign up over 30,000 new members into the community
- Measured and optimized the performance of all campaigns
- Oversaw the launch of a revised brand and website, including planning, content, and design

Marketing Communications Manager | Slater Vecchio - Vancouver, BC (2016 - 2018)

Managed content marketing, social media, and digital communications for a personal injury law firm.

- Created and optimized digital content, analyzed data, and managed social media channels
- Measured and optimized search marketing efforts, vastly increasing search performance
- Placed the firm's digital footprint in the top ranks of local organic search and social media across a highly competitive landscape, resulting in an increased quality of traffic and leads

Communications Manager, Marketing | Clio - Burnaby, BC (2014 - 2015)

Managed communications, content marketing, product and feature launches, public and media relations, customer insights, and market research for a cloud-based SaaS platform in the legal arena.

- Managed the communications team to produce and distribute content pieces including articles, blogs, press releases, ebooks, newsletters, and email campaigns
- Managed relationships with content contributors as well as public relations and research firms
- Managed customer outreach, engagement, and insight projects
- Provided communications and marketing support around new product and feature launches
- Promoted ticket sales and managed VIP and media for the annual Clio customer conference
- Worked closely with product development, events, sales, customer success, design, and executive teams

Senior Marketing Communications Specialist | Ipsos - Vancouver, BC (2007 - 2014)

Broad range of content, digital, campaign, writing, editorial, communications, media, and marketing support for business units for a world leader in market, consumer, and brand research.

- Researched, wrote, and edited content pieces including white papers, articles, videos, and sales materials on new research products and brand and market research trends
- Crafted hundreds of press releases on topics ranging from political elections to new product releases and executive appointments
- Managed external communications including client newsletters, email, digital, and social media
- Provided internal communications support including weekly competitive intelligence reports
- Worked closely with thought-leaders, researchers, creative, video, web, and development teams on producing content and oversaw a team of writers and designers

EDUCATION & LEARNING

- Bachelor of Business Administration (Marketing), University of New Brunswick
- Français pour-non francophones (French Immersion), Université Laval
- Digital Marketing courses (SEO/SEM), British Columbia Institute of Technology
- Google Analytics and Social Media Marketing courses, BrainStation
- HubSpot Academy certification in Content, Email, and Inbound Marketing
- Digital Marketing Certificate, UNB/MindEdge
- Regularly attend conferences such as CIMC, CTAconf, BCAMA Vision, and more
- Keep abreast of marketing news and trends by following and reading a variety of online resources focused on digital, content, social, and search marketing

CONTENT MARKETING SKILLS & EXPERIENCE

Deeply skilled and experienced in content marketing including long form content, articles, blogs, press releases, case studies, short copy, long copy, tweets, social media, email campaigns, landing pages, newsletters, videos, infographics, ads, and more.

- Content planning, research, journey mapping, scheduling, creation, production, distribution, analysis, and optimization experience and skills
- Search engine optimization (SEO) and marketing (SEM) experience including researching, planning, content creation, and performance measurement
- Strong writing and editing skills with an ability to understand audiences and pain points

TECH STACK

Experience and knowledge working in the following list of technologies:

- Microsoft Office products including Word, Excel, PowerPoint, and Outlook
- Google products including Gmail, Google Docs, and other Google cloud services
- Project management including Jira (Atlassian), Asana, Amicus, and BaseCamp
- Google marketing tools such as Analytics, AdWords, Keyword Planner, and others
- Marketing tools including Marketo, MailChimp, HubSpot, Salesforce, and Unbounce
- Content tools including WordPress, Blogger, Canva, Magisto, and Hootsuite
- Search marketing tools including Moz, Stat, SEMrush, and others
- Social media platforms such as LinkedIn, Twitter, Facebook, Instagram, and others
- Media and press services including Meltwater, PRweb, and Newswire
- Market research tools such as SurveyMonkey, QuestionPro, Toluna, and others
- Adept and proficient in both Mac and PC environments

A selection of past work samples can be found at timtravis.com.