

# TIM TRAVIS

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Bananatag  
Vancouver, BC, Canada

Summer 2020

## Re: Content writer opportunity at Bananatag

Greetings. My name is Tim Travis and I'm interested in the content gig offered at Bananatag. This opportunity sounds truly appealing! I'd like to learn more about it and the stories we can tell.

First, a quick peek at who I am. I am a content guy. I sling words, search for keywords and themes, and ideate, repurpose, and optimize at every chance I get. In the past, I've worked in marketing and communications teams across a number of sectors, including market research and the tech space. Primarily, my work has focused on writing, creating, and sharing content targeted to new leads, existing customers and clients, and key decision-makers. You'll find details in my resume, but this includes:

- Seven years of writing, content marketing, communications, and campaign support at Ipsos
- A key role in content marketing, writing, and communications at SaaS tech company Clio
- Blog writing, social media, and internal communications at the Slater Vecchio law firm
- Recent work in content and digital marketing at research firms Angus Reid and Insights West

Creating and sharing stories that excite, engage, and inspire – offering high value, a strong call to action, lots of data and insight, with touches of joy but no fluff, and optimized at every point – those are my aims. I thrive in working with teams to create content that is data-driven, user focused, and highly impactful. And of course, a delight to read!

Right now, I'm looking to make a positive contribution and impact in a new role. That means a chance to craft exceptional content experiences and share stories that help capture leads, engage customers, and create brand advocates. I'd love to help you optimize and enhance Bananatag's content experience. So let's get started...connect with me today!

To get that conversation started, reach out now at 778.991.2524 or at [timtravismarketing@gmail.com](mailto:timtravismarketing@gmail.com).

I look forward to speaking with you and learning more about Bananatag.

Regards,



Tim Travis

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## ***An experienced, creative, and resourceful content, marketing, and communications professional***

- Extensive experience developing and executing content marketing programs
- Experienced in content planning, researching, writing, distribution, and analysis

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## RELEVANT EXPERIENCE

### **Marketing Lead | Insights West - Vancouver, BC (contract April 2019 - December 2019)**

Content marketing and communications for a Western Canada market research firm including creation and distribution of research findings, press releases, email campaigns, and web/digital content.

- Launched the company's new brand, positioning, content, and identity program in late 2019

### **Marketing Lead | Angus Reid Forum - Vancouver, BC (August 2018 - April 2019)**

Marketing and content for a survey research product including recruitment and business development.

- Plotted journeys, content, and campaigns to recruit 30,000 new survey participants

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

Managed content, blogging, digital communications, and social media for an injury law firm.

- Wrote blogs and digital content, analyzed data, and managed digital media agencies
- Elevated the firm's SEO performance to top ranks in a highly competitive market
- Provided internal communications support to the firm's human resources team

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

Managed communications, content marketing, public and media relations, customer insights, and market research for an award-winning cloud-based SaaS technology provider in the legal field.

- Managed the content and communications team to produce and distribute content including articles, blogs, press releases, ebooks, newsletters, and email campaigns

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

Broad range of content, communications, writing, and marketing support for a leader in market research.

- Researched, wrote, and edited content pieces including white papers, press releases, articles, videos, newsletters, campaigns, and sales materials on new research products and findings

## EDUCATION & SKILLS

- Bachelor of Business Administration (Marketing), University of New Brunswick
- Regularly partake in training, courses, and conferences in content and digital marketing

### **Depth of experience and knowledge across a variety of skills, technologies, & applications, including:**

- |                                     |   |
|-------------------------------------|---|
| • <b><u>Skills</u></b>              | • <b><u>Tools</u></b>                       |
| • Content creation & SEO            | • WordPress, Blogger, Canva, Unbounce       |
| • Email marketing & automation      | • Google Analytics, SEMrush, Moz            |
| • Social media marketing            | • MailChimp, Marketo, Hubspot               |
| • Market research & insights        | • Facebook, Twitter, LinkedIn ads/promotion |
| • Office tools & project management | • MS Office, Google Suite, Asana, Jira      |