

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

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, editorial, and marketing support for a research firm.

- 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:

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|-------------------------------------|---|
| • <u>Skills</u> | • <u>Tools</u> |
| • 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 |