

Strategic and Creative Digital Specialist

Connecting brands and audiences across digital platforms

Well-rounded and solutions-oriented digital expert skilled at building meaningful experiences and engaging content. Background in end-to-end user experience design with expertise in digital accessibility, communications, graphic design and social media marketing. Strategic and creative thinker with a can-do attitude and big-picture approach to solving problems and identifying opportunities.

User Experience Design | Digital Accessibility | Graphic Design | Social Media | HTML and CSS
Adobe Creative Suite | Google Analytics, Data Studio | Microsoft Office | MailChimp, Constant Contact | WordPress

Professional Experience

Stuttering is Cool, Toronto, Ontario

Founder, Book Author, Content Marketer, Podcaster (project work) 2007 to Present

- Wrote, published book. Ongoing engagement across channels via content marketing, monthly email campaigns:
 - Sold 100+ copies of book in first month. Facebook infographic: 17K people reached; YouTube video: 63+K views; Twitter campaign: 58 retweets.
 - Used as textbook or required reading in 10 universities across North America.
 - Leading a community via the Stuttering is Cool podcast. 700+ listeners in 50 countries.
 - Improved content performance by conducting 22 user interviews, analyzing web and social media metrics.
- Designed accessible, search engine optimized website averaging 700+ monthly visits.
- Interviewed on CNN Prima, CBC Metro Morning, CBC The National, CBC Halifax and the Winnipeg Free Press.

Daniele Rossi Consulting, Toronto, Ontario

Digital Communications Consultant (Ontario College of Family Physicians) 2021 to 2023

- Led homepage redesign. Presented wireframes, optimized user experience by improving visibility of content for diverse audiences.
- Increased audience reach of monthly webinars by strategizing and implementing use of audio podcasts.
- Improved digital accessibility by creating guides and cheat sheets, coaching colleagues on best practices.
- Identified 20+ limitations in CMS to vendor resulting in improvements and more efficient posting of web content.
- Ongoing production of graphics for social media, events, email newsletters, ambassador toolkits and campaigns.

Sinai Health Foundation, Toronto, Ontario

Digital Marketing Specialist 2020 to 2021

- Managed corporate website; supported departments across the organization by coding and publishing content in adherence to branding guidelines. Made recommendations for user experience improvements.
- Identified and corrected accessibility errors in 150+ web pages in addition to email newsletters and graphic design mock ups. Coached internal stakeholders on best practices.
- Established benchmarks, monthly performance report by creating a comprehensive web analytics dashboard in Google Data Studio.
- Explored new fundraising platform by building 10 P2P/DIY fundraising websites, donation forms and RSVP pages. Built best practices documents and workflows.

Canadian Investment Regulatory Organization (formerly IIROC), Toronto, Ontario

2015 to 2018

Web Navigation and Content Specialist

- Collaborated with vendor, colleagues to gather website rebuild requirements. Led 7 stakeholder meetings with 50+ staff including VPs and directors.
- Worked with VPs in corporate-wide web content update. 15% page reduction, deletion of outdated information.
- Generated 30% increase in web traffic by improving 20+ landing pages based on stakeholder research.

Holland Bloorview Kids Rehabilitation Hospital, Toronto, Ontario

2012 to 2014

Online Communications Specialist

- Developed digital strategy based on 5-year cross-corporate strategic plan aimed at building brand awareness.
- Collaborated with Chief of Communications and Strategy and vendor in leading 7 information gathering interviews with 70+ stakeholders for CMS and 4 corporate website rebuilds.
- Led cross-corporate digital content migration by managing 7 communications colleagues and 20+ content owners in website clean-up, resulting in reduction of 100+ pages and PDFs freeing up vendor budget.
- Managed publication and weekly quality assurance of web properties. Escalated issues to vendor and IT.

RBC - Brand and Communications, Toronto, Ontario

2001 to 2010

Assistant Manager, Electronic Production

- Managed 20+ web properties. Created and designed digital content in collaboration with internal stakeholders. Ensured timely publication.
- Generated 20% year-over-year readership increase of web properties by improving user experiences and identifying campaign opportunities based on monthly analytics.
- Tested, made recommendations for new internal CMS, optimizing workflow and eliminating bugs.
- Proposed, tested, and implemented new digital solution enabling download of personalized corporate citizenship report resulting in the quicker finding of content in 30-page website.
- Launched and enhanced Canada's first senior executive internal blog for a financial institution, generating groundbreaking nationwide conversation with employees online and during branch visits.

Volunteer Experience**Access to Success**, Toronto, Ontario

2020 to 2022

Web and Graphic Design Lead

- Led comprehensive website refresh enhancing digital content experience strategy by working closely with President and board defining interface design, user experience and accessibility requirements.
- Audited digital accessibility. Ensured WCAG compliance by testing, adjusting alt text descriptions of 150+ images.

Co-Founder and Chief Digital Strategist

Stutter Social, Toronto, Ontario

2011 to present

- Built successful online video support group community using Google Hangouts and Twitter chats connecting audiences in 40+ countries.
- Designed website, branding and social media strategy on Google Hangouts, Facebook, Twitter and YouTube. Sourced and trained hosts, interviewed participants for blog series.
- Launched mobile app. Increased engagement by leading digital content calendar.
- Gained media attention from Google, interviewed on CBC Radio, The Globe and Mail and Teen Vogue.

PodCamp Toronto, Toronto, Ontario

Co-organizer and Community Management Team Leader

2009 to 2011

- Developed social media strategy, produced written and video content for blog, planned editorial calendar and Twitter chat for 1K+ attendees, 100+ speakers for Canada's largest free digital media conference.
- Proposed and collaborated on development of the conference's first mobile website; 80% reduction of paper use.
- Presented annually on topics covering digital marketing and community management.

Education

- **Google UX Design Certificate**. Target completion date: September 2023.
- **Digital Strategy and Communications Management Certificate**, University of Toronto, School of Continuing Studies
- **Computer Graphics Imagery Diploma with High Honours**, Seneca College of Applied Arts and Technology