

JEN O'BRIEN

thejenobrien@gmail.com

jenobrien.ca

SUMMARY

- Award-winning digital editor with 10+ years of experience managing content for top Canadian brands and media outlets
- Global social media manager with a proven track record growing audiences and increasing engagement
- Expert content strategist who prioritizes analytics-based planning, SEO and social sharing
- Consumer-centric copywriter with experience transforming product messaging into storytelling that sells
- Experienced marketer who focuses on data-driven strategy, a deep understanding of customer behaviour and content that performs well across a variety of platforms
- Supportive leader with a solid background mentoring junior team members
- Seasoned journalist with work published in magazines, newspapers and on websites across Canada including *CBC*, *Chatelaine*, *The Kit*, *enRoute*, *Weddingbells*, *Explore*, *Outpost*, *glow*, *The Coast*, *Fashionmagazine.com*, *Flare.com* and *Canadianliving.com*

EXPERIENCE

Managing Editor, Community, Canada Goose Toronto, ON April 2020 – Present

- Responsible for day-to-day management of global social media channels, email marketing, web content and blog, including content conception, development, and copy direction
- Responsible for establishing cross-channel content strategy and editorial calendar
- Responsible for developing the rules of engagement in the social media space to build brand affinity and encourage community growth
- Managing a team of three direct reports
- Managing all pre-production, production and post-production requirements in collaboration with internal, freelance and agency partners
- Hosting weekly editorial scrums with global Community team to review upcoming content, learnings and trends
- Overseeing day-to-day content development budget
- Working closely with cross-functional partners to ensure content development is captured in influencer and celebrity contracts

Content & Communications Manager, Travel Edge Toronto, ON May 2019 – February 2020

- Responsible for copy and content direction for Kensington Tours brand

- Collaborated with multiple stakeholders across product, sales and marketing departments to develop content strategy and editorial calendar aligned with short-term and long-term business goals
- Used SEO best practices to increase organic traffic and drive upper funnel engagement
- Collaborated with UX, IT, product and creative teams on website redesign, with an eye to branding, readability, SEO, consistency of voice, and opportunity to convert
- Created style guides and content mandate to be used across departments
- Researched, wrote and edited content for print and digital marketing materials
- Served as main point of contact for media, writing and distributing press releases, organizing media events and arranging interview opportunities for company leadership across trade and consumer media
- Managed a roster of freelance contributors
- Managed internal communications company-wide via weekly e-newsletter

Executive Digital Editor, Weddingbells.ca Toronto, ON July 2011 – February 2019

- Responsible for complete management of website including editorial direction and social media strategy
- Overhauled website content with analytics-based planning, SEO and social sharing strategy that increased UVs by 70% and PVs by 65% year-over-year
- Grew total social audience from <20K to more than 250K
- Responsible for leading site redesign plan and implementing strategies to grow traffic and optimize brand visibility
- Led product curation and marketing efforts for affiliate e-commerce initiative through online, print and social promotions to drive robust sales
- Worked on ideation and execution of sponsored content packages for top brands such as Air Transat, Maison Birks, McDonald's and Tahiti Tourism
- Created and grew hyper-local newsletter for Toronto brides with a consistent 40% open rate over a two-year period
- Updated and streamlined third party photo submission process, increasing UGC submissions by 150%
- Conceptualized and managed special projects, including the annual Trends Guide, an award-winning digital feature that is still among the brand's most popular content offerings
- Edited all new site content daily with a focus on readability, SEO and social sharing
- Managed freelance contributors
- Responsible for management of all social media accounts
- Compiled all e-newsletters
- Responsible for representing the brand on television, radio and in print interviews
- Contributed writing and photography to print travel section

Senior Digital Editor, Chatelaine.com Toronto, ON July 2008 – January 2011

- Responsible for guiding the editorial direction of Chatelaine's online presence and managing two junior web editors

- Worked with management team on total redesign of Chatelaine.com in October 2010 including a new content strategy, updated CMS, and revamped daily editorial workflow, which increased traffic by 50% post launch
- Collaborated with print team to produce monthly editorial lineups
- Managed a team of freelance writers, videographers and photographers
- Edited all new content to be run each day using content management system
- Responsible for building articles, search engine optimization, photo research, as well as updating the website homepage and verticals regularly
- Conceptualized and produced videos
- Managed editorial budgets
- Worked with sales and marketing teams on the development of web initiatives
- Wrote features and monthly briefs for magazine health and style sections

Editorial Producer, Chatelaine.com **Toronto, ON** **April 2007- July 2008**

- Wrote features and produced videos for Chatelaine.com on everything from fashion, fitness and decorating to food, travel and sex
- Managed a team of freelance writers who contributed monthly
- Edited all new content to be run each month
- Collaborated with print team to produce monthly editorial lineups
- Compiled and deployed five monthly and three quarterly e-newsletters

EDUCATION

Post-Graduate Journalism Diploma, Humber College, School of Media Studies, Toronto, ON

B.A. in English, Minor in Communications, Bishop's University, Lennoxville, QC

SKILLS AND QUALIFICATIONS

- Proficient with WordPress, Google Analytics, PhotoShop, Campaign Monitor and basic HTML
- Media savvy with experience acting as a brand representative on television, radio and in print interviews
- Published photographer
- 2019-2020 National Media Awards Foundation Digital Publishing Awards judge

AWARDS

- 2017 National Media Awards Foundation Digital Publishing Award (Gold) for Best Service Feature: Lifestyle
- 2014 Canadian Online Publishing Award (Gold) for Best Email Newsletter Design and Engagement