

Joy Blenman

Senior Content Designer and Branding Expert

Senior writer with expertise in digital marketing, content design, and branded content.

Contact

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Skills

Content Design 

Brand Marketing 

Content Marketing 

UX Design 

Writing 

SEO 

Work History

2021-03-Present

Senior Content Designer, Brand and Audience Expansion

Shopify, Toronto, Ontario

2020-1-2021-03

Marketing Content Designer, Brand and Audience Expansion

Shopify, Toronto, Ontario

- Create high-quality content for prospective Shopify users across a variety of mediums; including landing pages, stores, display ads, social ads, experiential marketing experiences, and billboards
- Lead content design for landing pages in collaboration with UX managers, product managers, developers and designers
- Lead content strategy for Brand Foundations, Shopify's brand style guide
- Act as an owner of projects holistically providing feedback on not only content design, but UX design, video, and photography
- Run A/B tests on copy to explore how voice, tone, and content hierarchy can affect conversion
- Advocate for the importance of content design and educate colleagues across the org on best practices for content design

2019-10 - 2020-11

Copywriter

Infront X, Toronto, ON

- Wrote advertising copy for national sports leagues and teams, adhering to clients' overarching brand identity and personality

Languages

English 
Excellent

French 
Good

**2019-02 -
2019-10**

- Created B2B content for the firm that drove an increase in sales leads, including UX web copy, blogs, video scripts, Ebooks, and social copy
- Worked with execs to define the company's mission, values, and tone of voice. In turn, these materials strengthened the clarity and consistency of both internal and external communications
- Edited content produced by senior executives to strengthen their clarity, according to the company's brand guidelines

Content Designer

Intuit, Mississauga, ON

- Managed the content strategy and production workflows for the QuickBooks Canada blog
- Wrote social copy, blog posts, and ad copy that drove leads and sales for QuickBooks products
- Research content ideas, themes, and keywords based on data from platforms like BuzzSumo, SEMrush, Spredfast, and Tableau
- Increased website and QuickBooks blog traffic by > 30% by creating dynamic graphics, videos, and blog articles
- Provided consultants on ways to improve the user experience for QuickBooks through clear UX copy and content hierarchy

**2018-05 -
2019-01**

Content Editor

Sid Lee, Toronto, ON

Clients: H&R Block Canada, BlackRock, and iShares

- Oversaw editorial calendars and content schedules to deliver production results and relevant information on time.
- Created content playbooks and brand style guides
- Collaborated with a team of writers and brand strategists to create copy promoting clients' sales, brand awareness, and thought-leadership goals.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.

**2015-09 -
2018-07**

Editor and Writer

Investopedia, IAC Corp, New York

- Produced story ideas, and assigned stories to writers related to investing, economics and personal finance
- Wrote stories, edited stories and prioritized content to meet daily deadlines
- Developed and presented detailed analysis of investment performance, and benchmark composition to evaluate investment strategies.
- Identified content that was performing poorly and edited it according to best practices for SEO
- Created content for social media channels; including Facebook, Twitter and LinkedIn

**2017-05 -
2018-05**

Content Writer

Sun Life, Toronto, ON

- Interviewed internal thought leaders to produce videos, articles, and content marketing materials
- Wrote and edited long-form news stories related to health and wealth
- Collaborated with a team of writers, marketers, and PR professionals to create copy promoting the firm's SEO, sales, and thought-leadership goals
- Strategized content based on Google Analytics data, BuzzSumo data, Brandwatch data, geographical targeting, and keyword planning

**2015-01 -
2015-07**

Research Journalist / Investment Executive

TC Media

- Interviewed execs at top Canadian banks and brokerages; conducted interviews to compile data for the Report Card Series, a project which evaluates Canada's top financial institutions
- Pitched story ideas and wrote articles illustrating trends in the financial services industry

**2014-01 -
2014-06**

Freelance Producer

BNN, Bell Media, Toronto, ON

- Clipped videos from live broadcasts for web stories and posted links to social networks

- Copyedited business stories for the web and managed website content
- Edited and published the daily e-newsletter
- Coordinated with producers and on-air talent to create program content, new ideas and segments.



Education

Certificate in Digital Marketing Management

University of Toronto - Toronto, ON

Bachelor of Journalism (Honours)

The University of King's College - Halifax, NS