# Elise Marion

**Content** Developer, Designer & Strategist

Heidelberg, Ontario
Canada

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(digital portfolio)

### Strengths:

Creative Problem-Solving
Analytical Thinking
Communication & Storytelling

Leadership & Team Collaboration
Strategic Vision
Emotional Intelligence

Mentorship & Team Development
Adaptability & Initiative
Creating Organizational Systems

## Summary

Content developer, designer and strategist with a strong background in **content marketing**, **SEO**, and **audience development**. With over 7 years of experience across digital marketing and content creation, I'm skilled in integrating creative storytelling with **data-driven strategies** to boost engagement and drive growth. The result is a proven ability to manage cross-functional teams, mentor talent, and lead successful campaigns.

## ★ Recent Projects

1. **Website development** & **GenAI** content exploration for digital writing portfolio.
2. Creation of the **"Stickie with it" workout method**.

## Professional Experience

**System1**

### Content Strategist

Remote/Guelph, Ontario
Mar 2022 — May 2023

- Implemented content marketing strategies that developed **data-driven content** that aligned with audience interests and market trends, driving engagement and organic traffic.
- Collaborated with cross-functional teams to design content calendars and execute **multichannel marketing campaigns**.

**Schema App**

### Digital Marketing Manager

Remote/Guelph, Ontario
Jan 2021 — Mar 2022

- Developed blog content to explain technical topics like **schema markup** and knowledge graphs, improving customer support and brand visibility.
- Used **Google Analytics** and **SEMRush** to track and analyze web traffic, adjusting content strategy for improved performance.

**System1**

### Head of Audience Development

Feb 2018 — Jan 2021

- Created **automated reporting systems** to provide actionable insights for the management team, enabling data-driven decision-making.
- Mentored and **led a team of content marketers**, focusing on performance improvement and skill development in content strategy and SEO.

### Search Marketing Manager

Oct 2017 — Feb 2018

- Optimized search marketing campaigns using advanced Google technologies to drive performance metrics with a **20%** increase in CTR.
- Orchestrated search marketing campaigns focusing on **audience segmentation**, content interests, and location targeting.

**System1** continued
### Content Marketing Specialist
May 2016 — Oct 2017
- Managed a **diverse portfolio** of Google Ads and Facebook campaigns across sectors including healthcare, entertainment, finance, and travel.
- Produced in-depth reports for the **editorial team**, delivering **actionable insights** that informed and optimized content strategies.

## Education
**Conestoga College**
### Integrated Marketing Communications
Kitchener, Canada
2015 — 2016
- Post-graduate certificate including professional client management, **Adobe Creative Cloud** (Photoshop, InDesign & Illustrator), event management, and print marketing.

**Dublin City University**
### Masters in Comparative Literature
Dublin, Ireland
2013 — 2014
- "The Postmodern Frankenstein Complex" (2014): my dissertation explores themes of identity, creation, **literature** and **technology**.

**McMaster University**
### Bachelors of Arts in English & Classics
Hamilton, Canada
2009 — 2012
- Explored the roots of language, myth, and narrative, focusing on how ancient texts inform **modern human questions**.

## Skills

### SEO Tools:
SEMRush, Ahrefs, Google Keyword Planner

### Technical Skills:
HTML, CSS, A/B Testing, Conversion Optimization, Google Ads, WordPress

### Reporting & Presentation:
Google Analytics, Data Analysis (Excel, Google Sheets), Automated Reporting Systems

### Content Creation & Development:
Multichannel Marketing Strategy, Competitive Analysis, Copywriting

## Professional Development
July 2024 — Present

### Artificial Intelligence
- Utilized **Generative AI** tools to assist in learning and implementing **HTML** and **CSS** for building my digital writing portfolio.
- Integrated **AI-generated code snippets** to enhance interactive elements and styling, gaining hands-on experience in front-end web development.



### Product Development
- Developed the "**Stickie with it**" workout system as a hands-on tool to support wellness and improve **mental health**.
- Created a self-help method that integrates **behavioural change techniques**, helping others manage stress and build confidence through gradual progression in physical and mental health routines.