

SPECIALTIES

Project Management, Enterprise CMS, Sitecore, WordPress, Creative Direction, Digital Marketing, HTML, CSS, Web Design, Responsive Design, PHP, MySQL, Adobe CC, A/B Testing, eNewsletter Development, MailChimp, Campaign Monitor, Constant Contact, Exact Target, Google Analytics, Jira, Monday.com, Unbounce, Asana, Microsoft Office, Sharepoint, SEO, Final Cut Pro, Video and Audio Editing, Cross Browser Compatibility Testing, OpenX Ad Management, MAC and Windows Proficient.

WORK EXPERIENCE

Global Senior Web Content Editor, Digital Marketing

TTC TOUR BRANDS: TRAFALGAR TOURS, COSTSAVER, INSIGHT VACATIONS + LUXURY GOLD

- Manage and maintain team task management and business workflow processes.
- Develop strategic + campaign best practice approach based on data insights.
- Conduct UAT, editing and quality checking of website product to ensure the websites are always up to date, accurate and on brand.
- Adhere to brand guidelines and procedures around content management, style and appearance.
- Assist the wider team with CMS training and provide ongoing support as required.
- Report, troubleshoot and track to resolution site issues via the appropriate channels.
- Maintain relationships with 3rd party content and service suppliers: plan and optimize use of new and existing content and features.
- Lead the planning, creation, editing and publishing of high-quality digital content across websites and digital platforms.
- Collaborate with internal and external teams including marketing, and IT, to ensure content aligns with brand voice, strategic goals and user needs.
- Conduct content audits and performance analysis to identify opportunities for improvement and recommend enhancements.
- Optimize web content for SEO, accessibility and engagement using tools like Google Analytics, Hotjar, or similar.
- Support website redesigns, migrations, and content management system (CMS) upgrades as needed.
- Stay current with industry trends and best practices.

Global Web Content Editor, Digital Marketing

TTC: INSIGHT VACATIONS + LUXURY GOLD

- Present and participate in global digital marketing updates of the company website.
- Develop relationships and communications with both key internal & external stakeholders.
- Maintain relationships with 3rd party content and service suppliers.
- Plan and optimize use of new & existing features and functionality.
- Work with stakeholders internally and externally in the investigation, development, analysis, design and launch of new digital initiatives.
- Work with product and business owners and project teams to ensure that new products are delivered to the appropriate levels of quality.
- Provide day-to-day support to troubleshoot and resolve site issues.

RECOMMENDATIONS ON LINKEDIN

ca.linkedin.com/in/drewgordoncampbell

FULL RESUME

drewsoup.com

WORK EXPERIENCE CONTINUED...

- Proactively support the delivery of all product feeds to clients + ensure all technical issues are addressed as a priority by the business.
- Upload regional marketing offers and incentives; ensure regional content is on brand and up to date.
- Ensure consistency amongst web pages and regional versions of the website.
- Oversee the customer and agent help inbox.
- Monitor and conduct testing, editing and quality checking of website product data to ensure consistency.
- Support policies and procedures around content management, style and appearance.

Website Admin

TORONTO LIFE, CANADIAN FAMILY, WEDDINGBELLS, FASHION (ST. JOSEPH COMMUNICATION)

- Design, test, schedule and deploy client eblasts, and editorial newsletters.
- Design contest pages, and build online forms for contest submission.
- Code HTML/CSS for various brands from Canada's largest publisher including, Toronto Life, Canadian Family, Weddingbells and FASHION.
- Design and build editorial related pages for Weddingbells and Canadian Family.
- Design and deploy in house ads featured on Canadian Family, FASHION, and Weddingbells.
- Code CSS of Shopping websites for Toronto Life, and Canadian Family.

Web Desinger + Developer

MIXXMEDIA

- Design and develop websites for clients – both front-end and back-end development.
- Manage production schedule and maintain constant contact with client during the production of a website.
- Creation of enewsletters – coded and using newsletter clients such as Mail Chimp + Exact Target.
- Print related design – including pamphlets, logo design, ads, and large-scale banners.

Web Desinger + Video Producer

DOGS IN CANADA MAGAZINE

- Responsible for the redesign and planning of dogsincanada.com - Winner of the 2009 National Magazine Awards for Website of the Year, and Finalist of the 2010 Canadian Online Publishing Awards for Best Website Design.
- Shot, edited and produced video content for dogsincanada.com - Finalist of the 2009 Canadian Online Publishing Awards for Video of the Year.
- Planned and implemented the website schedule for daily and weekly updates.

EDUCATION

B.A. Political Science

UNIVERSITY OF WATERLOO

E-Journalism, Post Graduate

LOYALIST COLLEGE, DEAN'S LIST

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