

DREW CAMPBELL

PROJECT MANAGER

Education

Project Management

Toronto Metropolitan University
2025-2026

E-Journalism

Loyalist College
2007-2008

B.A. Political Science

University of Waterloo
2001-2006

Key Skills

Project Management
Stakeholder Engagement
Cross-Functional Team Leadership
Risk Management
Client Management
Customer Management
Waterfall Frameworks
Agile Frameworks
Professional Communicator
Emotional Intelligence
Advanced Writing
Advanced Editing
Resiliency
Adaptability
Attention to Detail
Coaching
Onboarding & Training

Professional Profile

For more than 11 years at The Travel Corporation (TTC), I led the end-to-end management of digital content across eight regional websites, ensuring all product, marketing, and campaign updates were delivered accurately, on schedule, and aligned with global brand standards. My work required strong project management capabilities — including cross-functional leadership, risk mitigation, process optimization, and proactive issue resolution — to maintain a consistent, high-performing digital experience for four leading premium travel brands.

Experience

Global Senior Web Content Producer, Digital Marketing

TTC: INSIGHT VACATIONS, TRAFALGAR TOURS, COSTSAVER, & LUXURY GOLD
TORONTO, ON | 2022 – 2025

- Managed projects for eight regional websites across four travel brands.
- Collaborated with cross-functional teams — including regional and senior stakeholders, marketing teams, product owners, IT, and external partners — to plan, prioritize, and execute high-impact digital initiatives that supported business goals.
- Supported sprint planning, daily stand ups, and retrospectives.
- Responsible for onboarding, training and coaching of new team members.
- Managed complex workflows, coordinated multi-market content launches, and oversaw continuous improvements to site functionality and content operations.

Global Web Content Producer, Digital Marketing

TTC: INSIGHT VACATIONS & LUXURY GOLD | TORONTO, ON | 2019 – 2022

- Led cross-functional website projects by editing content production and quality across eight regional sites for two travel brands.
- Supervised a junior editor and front-end specialist.
- Collaborated with key internal and external stakeholders to enhance website functionality.
- Ensured on-brand and on-schedule launches.
- Optimized site features and functionality.
- Provided day-to-day troubleshooting on brand websites.

Recommendations on LinkedIn

ca.linkedin.com/in/drew-campbell-project-manager

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Technical Skills

Web Design & Development
Image & Graphic Design
AI Tools for Productivity
Enterprise CMS
Sharepoint
Salesforce
Monday.com, Asana, ClickUp, Jira
Google Suite
Google Tag Manager & Analytics
Adobe Suite, Figma
Microsoft Suite
MAC & Windows Proficient

Extra

Winner Best Consumer Website
Magellan Award
2015

Winner Website of the Year
National Magazine Awards
2009

Interests

Travelling Everywhere
Fine Art
Cooking & Baking
Historical Fiction
Swimming

Experience (Continued)

Global Web Content Editor, Digital Marketing

TTC: INSIGHT VACATIONS & LUXURY GOLD | 2014-2019

- Developed strategic landing pages and microsites.
- Managed regional content and product feeds.
- Maintained site quality through rigorous testing and data checks.
- Provide day-to-day operational support — including issue resolution and oversight of customer and agent inquiries.

Web Administrator

ST. JOSEPH MEDIA: TORONTO LIFE, CANADIAN FAMILY, WEDDINGBELLS.CA, & FASHION MAGAZINE | 2013-2014

- Designed, tested, scheduled, and deployed editorial and client e-newsletters.
- Supported content and graphic design on several of the company's flagship brands including: Toronto Life, Canadian Family, Weddingbells, and FASHION.

Web Designer & Developer

MIXXMEDIA INC. | 2011-2013

- Designed and developed client websites and email marketing campaigns.
- Managed project schedules, and maintained consistent communication throughout production with stakeholders.
- Print design such as brochures, logos, ads, and large-format banners.

Web Designer & Video Producer

DOGS IN CANADA MAGAZINE | 2008-2011

- Updated and produced website and video content.
- Managed two major projects while working at Dogs In Canada Magazine:
 - The design and planning of the magazine's website DogsInCanada.com
 - The design and planning of MyDogsInCanada.com - a website for breeders to purchase and manage their ads and listings.

Volunteer Experience

Unit Leader

GIRL GUIDES OF CANADA | 2025-PRESENT

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