


# KAILEE SHEARING

## COPY + SEO CONTENT STRATEGIST

 Remote & In-Person in Toronto ON Canada

 HelloKaileeShea@gmail.com

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Over 7 years of communications and SEO content marketing strategy and execution experience, including freelance, agency and in-house roles across diverse industries and brand voices.

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### Work Experience

#### Publicist

2022-present- Want & Able

- Collaboratively crafted partnership strategies and press releases for Toronto-based PR agency.

#### Marketing Director

2020-2022- CityHealth Technologies

- Managed a team of 5 employees and 3 contractors to generate over \$50M in revenue.
- Responsible for web and social content management, executive ghostwriting, press releases, partnership management, email marketing, and communication support for clinical operations team.
- Achievements include email campaign with 6% conversion rate from cold traffic, social media strategy that tripled engagement, and the development & implementation of a modern, inclusive re-branding strategy.

#### Content Strategist, Director

2018-2020- Collide Digital Agency

- Promoted from Content Strategist to Marketing Director in under 1 year.
- Managed a team of 3 to generate avg. 35% revenue increase for clients by combining social, SEO, and local search strategies.

#### Festival Coordinator

2006-2018- North by Northeast (NXNE)

- Steady progression from Conference Volunteer to Registrar, Registration Manager, Office Administrator and Festival Coordinator.
- Experienced in all aspects of festival production and operations, including registration setup and management, ticketing, logistics, artist curation, bookkeeping, grant reporting, artist and sponsor contract fulfillment, volunteer training, partner communications and partnership activations, public relations, event planning, catering, load in/ load out and health & safety.

#### Education

##### Honours Bachelor of Arts, University of Toronto

- Graduated with Honours, 2016.
- Specialist in English, Major in Philosophy, Minor in History.

#### Continuing Education

- UX Writer Collective, Certified UX Writer
- AWAI Certified Direct Response Copywriter
- Hootsuite Social Media Certified
- SEMRush SEO Expert Certificate
- PR Fundamentals Certificate