
JOYANNE HOWELL

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Mississauga, Ontario

View Digital Resume at:
joyannehowell.com

PROFILE

An experienced entrepreneur and digital media trainer with 15+ years in marketing. WordPress Pro with an eye for detail and talent for communicating. Keen on collaboration. Skilled in strategy, content creation and implementation. As a teacher I believe in supporting my students to master the fundamentals first.

EXPERIENCE

Independent Contractor, Developer & Digital Media Manager — 2016 - present

Recruited by marketing agencies and entrepreneurs for:

- WordPress website design, development and backend management
- Copywriting, editing and content creation for online campaigns
- Email campaign design, formatting and data tracking
- Social Media management, content design and graphic design
- Strategy planning, digital media and website training

George Brown College, Instructor — 2016

Recruited by Continuing Education to develop curriculum and teach WordPress for Blogging and Web Design and Intro to Business (Marketing Module).

- Designed 12-week course curriculum and support materials
- Developed assessments and provided feedback for student improvement
- Created a mini-hackathon challenge to augment student experience
- Organized live & online guest presentations for International Students
- Received top-level student evaluations and commendation letters

Open Mind Marketing, Founder/Social Media Strategist — 2012 - 2016

Social media consultancy focused on education and training for business owners. Strategy development or done-for-you services including content calendar planning, social site setup & blog creation.

- Created and taught a day-long training course in WordPress website building; marketed via platforms like Facebook Ads, YouTube and Kijiji
- Provided international clients with social media strategy and platform creation
- Created a successful 8-week internship program designed to immerse college grads in social media marketing and business development

EDUCATION

- King's College London - Master of Arts (MA), Environment, Politics & Global Development, 2002
- Drury University - Social Media Graduate Certificate, 2012

SKILLS

Skilled in a wide range of digital media platforms and tools including: iOS, Windows, WordPress, Squarespace, Wix, Adobe Photoshop, Canva, Facebook, Twitter, Instagram, LinkedIn, WhatsApp, Trello, Slack, Asana, Google Drive, Zoom, Mailchimp, Campaign Monitor, and many others. Some HTML and CSS.
