

# JOYANNE HOWEL

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## PROFESSIONAL SUMMARY

An experienced copywriter and marketer with 15+ years in business communications. Track record of email list growth and marketing campaign success. WordPress Pro with an eye for detail and talent for creative writing that converts. Skilled in strategy, content creation and implementation. Passionate about Corporate Social Responsibility and using business as a positive force for social good.

Copywriting

Content Creation

Newsletters

Blog Management

Ad Copy

WordPress

Copy Editing

Graphic Design

Certified Yoga Instructor

## EXPERIENCE

### Rise Vision, Content Marketing Manager — 2020 - 2021

- Manage value-based content production process from concept to publishing across multiple channels
- Increased mailing list by 20% in 6 months with consistent open rates above 30%
- Supported the company's first ABM Campaign, with landing page copy, design and nurture sequences
- Directed creative team on design concepts to avoid culturally insensitive errors, ensuring cultural sensitivity and relevance
- Ensured continuity in growth manager role when unplanned team pivot was required, maintaining on-time campaign launches and team cohesion

### Independent Contractor, Developer & Digital Media Manager: — 2016 - 2019

- WordPress website design, development and backend management for entrepreneurs and non-profits
- Copywriting, editing and content creation for online campaigns driving high open (30%+) and conversion rates (4%+) and also resulting in increased visibility and business awards for clients
- Develop email campaigns including content, design, formatting and data tracking
- Social Media management, content and graphic design resulting in organic growth of 21% in 1 month
- Strategy planning, digital media and website training saving hours ensuring targeted efforts

### 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 training course in WordPress website building; marketed via paid ads generating sales across the GTA and beyond
- Platform creation for international clients with social media strategy saving hours and raising visibility
- Created a successful 8-week internship program designed to immerse college grads in social media marketing and business development

## EDUCATION

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