

JOYANNE HOWEL

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PROFESSIONAL SUMMARY

Seasoned content strategist, writer and editor. Talented at storytelling with an eye on engagement. Experienced in SaaS with a track record of email list growth. Skilled in end-to-end campaign management from concept to implementation. Tech stack includes Hubspot, WordPress, Adobe Suite and many more. Reliable in remote work and committed to using business as a positive force for social good.

Copywriting	Blog Research & Writing	Copy Editing
Content Strategy	Ad Copy	Graphic Design
Newsletters	WordPress	Social Media

EXPERIENCE

Contractor, Senior Content Strategist — 2021 - Present

Collaborate with marketing directors at SaaS companies to build brand recognition and acquire new customers. Writing blogs, video scripts and marketing copy that educates, attracts and leads to wins like:

- Increasing social engagement metrics by up to 82% in 30 days, by writing thoughtful, researched posts; ultimately saving thousands in agency costs for Verb, eliminating generic, low-impact content;
- Managing a complete audit of the company blog, updating a library of 50+ posts in 2 months. Edited for improved SEO performance and accuracy to strengthen the Go Nimbly brand image;
- Delivering a 10% lift in open rates in 3 months by establishing a regular schedule of publishing content to re-engage the community and attract new subscribers for Yoga Green Book.

Rise Vision, Content Marketing Manager — 2020 - 2021

Owned and managed the company's first value-based content production process, from concept to publishing across multiple channels. Collaborated on the first ABM program launch while also achieving:

- 20% increase in mailing list in 6 months with consistent open rates above 30%;
- #1 in search ranking for priority keywords after writing the company's best performing blog post;
- Record-making content generating 2nd highest weekly lead volume in company history; and
- Consistent accolades from customers on campaign content after directing the creative team to avoid culturally insensitive errors, ensuring cultural sensitivity and relevance.

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

Premium, full service website design, development and backend management for women-owned, socially focused businesses. Solving technical challenges for owners, freeing them to focus on business building. Consistently accomplished goals like:

- High open (30%+) and conversion rates (4%+) in compelling campaigns with eye-catching content;
- Organic growth of 21% in 1 month on managed social media including copy and graphic design;
- Increased visibility for clients through clever copywriting and brand positioning, resulting in clients winning local business awards and recognition.

EDUCATION & TRAINING CERTIFICATIONS

- Hubspot Academy - Revenue Operations, 2022
- Hubspot Academy - Content Marketing, 2021
- King's College London - Master of Arts (MA), Environment, Politics & Global Development, 2002