

JOYANNE M. HOWELL

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PROFESSIONAL SUMMARY

- Content Strategist, Copywriter, and Editor with a talent for storytelling and increasing engagement.
- End-to-end campaign management and content creation resulting in 6-figure launches & 5x list growth.
- Experienced writing blogs and newsletters, researching, email automation, and AI prompt design.
- 15+ Years of entrepreneurial, agency, and consulting experience serving SMEs.
- College instructor (marketing) committed to advancing SDGs and championing business as a positive force for social good.
- Technologies: Hubspot, Notion, ActiveCampaign, ConvertKit.

EXPERIENCE

Head of Creative Strategy, Level Up Creators — July 2023 - April 2024

Developed and implemented a complete content marketing strategy for a niche consulting startup with a 4 month launch ramp.

- Advised founder and collaborated on initial startup launch through to the company's second product launch, including **recruiting and hiring creative talent**.
- Executed full website build; developed weekly blog and newsletter and established social platforms.
- Researched, developed and co-wrote a unique lead-boosting AI methodology for creators.
- End-to-end creation of lead-generating ads resulting in 400% growth in email list.

Senior Content Strategist (Contractor) — 2021 - 2023

Collaborate with marketing directors at SaaS companies to build brand recognition and acquire new customers. 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 Verb thousands** in agency costs, eliminating generic, low-value 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.

Content Marketing, Manager Rise Vision — 2020 - 2021

Owned and managed the company's first value-based content production process, from concept to publishing across multiple channels. Collaborated on the 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 appropriate cultural representation and relevance.

EDUCATION & TRAINING CERTIFICATIONS

- Prompt Engineering for ChatGPT - Vanderbilt University 2024
- Content Marketing - Hubspot Academy 2021
- **Master of Arts (MA)**, Environment, Politics & Global Development - King's College London