

CHRISTINA VASILEVSKI

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ACCOMPLISHMENTS & QUALIFICATIONS

- Won a Rogers Business Excellence Award in 2016 for work that increased conversions on a flagship website; hardware upgrades rose by 4.7% and plan changes rose by 9.1%
- Optimized multiple landing pages across a flagship website to improve search rankings, and used BrightEdge to track keyword performance
- Managed a monthly newsletter with an open rate of 27% for a community organization — higher than the industry average of 19% for non-profit newsletters
- Certified Copy Editor with Editors Canada — an increasingly recognized standard for high editing skill
- Over 7 years of experience in developing content for digital environments and SEO, with an understanding of content management, user experience (UX), and design considerations
- Passionate about crafting copy that builds credibility and gains audience trust
- Adept at cross-referencing information within groups of related documents

SKILLS

Software & Technical

- JIRA/Kanban
- TeamSite
- WordPress
- BrightEdge certified (SEO)
- MailChimp
- Agile workflows

Communication & Collaboration

- Copy editing and proofreading
- SEO and keyword research
- Following brand standards
- Content strategy and management
- Coordinating content between legal, translation, and design teams

EXPERIENCE

- 2016–Present **Specialist Content Producer**, Rogers Communications Inc.
- Creating and revising content for landing pages, mobile apps, product launches, and customer support pages
 - Developed a style guide for digital content in coordination with designers and other content professionals
 - Coordinating copy updates between project managers, subject matter experts, legal counsel, and translators
 - Prioritizing projects in collaboration with the strategic planning team
- 2009–Present **Freelance Writer/Editor**, Self-Employed
- Designed custom WordPress websites and provided WordPress training
 - Edited for Rogers Communications Inc. (Contract with Rally + Havas)
 - Wrote news releases and magazine articles for Trent University
 - Wrote neighbourhood business stories for the Yellow Pages Group
 - Published web content for TD Bank Group on contract

- July–Dec 2013 **Admin Support**, HSBC Bank Canada (Contract with Teema Solutions Group)
- Maintained corporate intranet pages using TeamSite
 - Reviewed policy and procedure documents to ensure that they met internal good governance standards
 - Trained employees on how to use HSBC’s content management system
- 2010–2012 **Web Content Assistant**, MediResource Inc.
- Coordinated a cross-functional team of editors, translators, and healthcare professionals to ensure relevant articles were updated
 - Improved content maintenance for articles about US prescription medications; the number updated within 2 years increased from <10% to 70%
 - Wrote consumer-oriented blog posts about health and wellness
 - Proofread over 1,000 articles on various health topics to ensure cross-article consistency as per company style guide
- 2008–2010 **Administrative Assistant**, One Star Media
- Managed accounts and notified clients about service changes
 - Wrote copy, such as FAQs, letters to customers, and proposals

EDUCATION & CERTIFICATIONS

- 2018 **Copy Editing Certification**, Editors Canada
- 2008–2011 **Certificate in Book Publishing**, Ryerson University
- 2003–2007 **Bachelor of Arts**, Trent University

ASSOCIATIONS & VOLUNTEER WORK

- 2009–Present **Editors Canada**
- Served as member of the student affiliate committee from 2015 to 2018
 - Coordinated student mentoring at the 2015 national conference
- 2017–2018 **Scarborough Community Renewal Organization**
- Managed monthly newsletter with over 850 subscribers
 - Served as a member of the communications committee
- 2009–2014 **Writers’ Community of Durham Region**
- Served as board member from 2010 to 2013
 - Updated WCDR website with news about upcoming workshops, monthly meetings, writing retreats, and contests