

# Christina Vasilevski

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## ACCOMPLISHMENTS & QUALIFICATIONS

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- Optimized multiple landing pages across a flagship website to improve search rankings, and used search analytics tools to track keyword performance
- Coordinated with marketing coordinators and designers to develop promotional copy for high-impact retail campaigns like iPhone launches and Black Friday
- Won a Rogers Business Excellence Award for work that increased conversions on a flagship website; hardware upgrade transactions rose by 4.7% and plan change transactions by 9.1%
- Managed a monthly email newsletter with an open rate of 27% for a local volunteer 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 and communications skill
- Over 9 years of experience in developing content for digital environments, with an understanding of SEO, content management, user experience (UX), and design considerations

## WORK EXPERIENCE

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### Rogers Communications Inc

*Specialist Content Producer*

**2016 – Present**

*Toronto, ON*

- Ensured that website content was accurate and up-to-date using Content Management Systems like Contentful and TeamSite
- Created and revised content for sales campaigns, mobile apps, and FAQ pages
- Developed a style guide for digital content in coordination with designers and marketers to ensure that brand and creative copy matched brand guidelines
- Handled urgent copy requests for projects that required fast turnaround times, such as competitive responses to promotions from other telecom companies and last-minute offers to meet sales targets
- Developed copy variants for A/B testing to determine methods for increasing online engagement and conversion
- Crafted content for landing pages and online sales flows based on wireframes from UX designers

### Self-Employed

*Freelance Writer/Editor*

**2009 – 2018**

*Toronto, ON*

- Designed custom WordPress websites and provided WordPress training to individual clients
- Wrote news releases and magazine articles for Trent University
- Wrote neighbourhood business stories for the Yellow Pages Group
- Managed web content for TD Bank Group on contract

### HSBC Bank Canada

*Admin Support, Policy & Operational Control*

**July – December 2013**

*Toronto, ON*

- Maintained corporate intranet pages using TeamSite CMS
- Reviewed policy and procedure documents to ensure that they met internal standards
- Trained employees on how to use HSBC's CMS

**MediResource Inc** **2010 – 2012**  
*Web Content Assistant* *Toronto, ON*

- Coordinated with editors, translators, and healthcare professionals to update relevant articles
- Improved content maintenance for articles about medications; the number updated within 2 years increased from <10% to 70%
- Proofread over 1,000 articles on various health topics to ensure consistency as per style guide

**One Star Media Inc** **2008 – 2010**  
*Administrative Assistant* *Toronto, ON*

- Managed accounts and notified clients about service changes
- Wrote copy, such as FAQs, letters to customers, and proposals

## EDUCATION & CERTIFICATIONS

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**Editors Canada** **2018**  
*Copy Editing Certification* *Toronto, ON*

**Ryerson University** **2008 – 2011**  
*Certificate in Book Publishing* *Toronto, ON*

**Trent University** **2003 – 2007**  
*Bachelor of Arts* *Peterborough, ON*

## SKILLS & INTERESTS

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- **Skills:** Copy editing and proofreading, SEO and keyword research, content strategy, content management, Contentful, TeamSite, WordPress, MailChimp, Agile workflows, JIRA/Kanban
- **Interests:** Reading, reviewing books, interviewing Canadian science fiction and fantasy authors

## ASSOCIATIONS & VOLUNTEER WORK

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**Editors Canada** **2009 – Present**  
▪ Served as member of the student affiliate committee from 2015 to 2018  
▪ Coordinated student mentoring at the 2015 national conference

**Scarborough Community Renewal Organization** **2017 – 2018**  
▪ Managed monthly email newsletter with over 850 subscribers  
▪ Coordinated student mentoring at the 2015 national conference

**Writers' Community of Durham Region** **2009 – 2014**  
▪ Served on the Board of Directors from 2010 to 2013  
▪ Updated WCDR website with news about upcoming workshops, meetings, writing retreats, and contests