

DELIVERING QUALITY AND EXPERIENCE

A skilled and driven marketer and content creator with an eye for usability and design. A self-starter capable of both setting and pursuing objectives with an organized strategy that surpasses goals and expectations.

WRITING AND EDITING

- Extensive experience with effectively writing and editing for B2B and B2C outcomes (e.g., advertising copy, instruction manuals, blogs, technical writing, and web content.)
- Employing SEO best practices unobtrusively and effectively to provably increase SERP results.
- Creating effective style guides for internal and external use and standards adoption.
- Identifying and deploying the right voice for achieving content goals within desired markets.
- Combining creative writing skills with marketing know-how to create compelling content.
- Proven experience creating the ideal content format for the desired media and venue.
- A keen eye for detail and spotting areas for improvement and correction.

TECHNOLOGY, DATA, AND DESIGN

- Mac and PC capable.
- Proven hands-on experience providing on-site IT support.
- Adobe CS (especially Photoshop and InDesign) for print and digital media.
- Incorporating design principles into effective marketing outcomes.
- Website auditing for SEO, performance, usability, and design improvements.
- Extensive experience with Microsoft Office components.
- Incorporating HTML and CSS markup into written content.

MARKETING & SOCIAL MEDIA

- Proven ability and record of increasing leads and improving conversion rates with on-target content and strategies.
- Experience with and understanding of how marketing merges with digital and print medias.
- Melding market research and branding experience with content for superior focus on market targets and strategies.
- Surpassing lead conversion goals via digital omni- and multi-channel marketing platforms.
- Using social media to generate and convert leads rather than merely creating “likes”.
- Superior instinct for analyzing and assessing digital marketing content for appropriate channels.
- Ability to create and deploy engaging content that draws traffic in global markets.
- Experience marketing appropriate content and messaging for mobile markets.

SEARCH ENGINE OPTIMIZATION AND ONLINE CONTENT

- Providing simultaneous content management for multiple sites, including plug-in management and content deployment.
- Effectively employing white hat SEO best practices to all level of content deployment and website development.
- Combining analytics and keyword research to create SEO, social, and general marketing strategies that pay off.
- Proven ability to create content strategies that increase leads and conversions while reducing bounce rates.
- Using SEO and strategic responses to convert unfavourable customer feedback into lead generation sources.
- Using A/B and other testing and auditing methods to improve website structuring and design.
- Training clients and other staff in SEO methods and best practices.

Online Portfolio

<http://www.trustrum.com/portfolio/>

Marketing Blog

<http://www.trustrum.com/blog/>

Linkedin Page

<https://ca.linkedin.com/in/steventrustrum>

Education

University of Toronto

1994 – 1999

Honours Bachelor of Arts, English Specialist

Additional References and Portfolio

Available upon request.

WORK HISTORY

Painted Lemur Studios

Marketing Writer

July 2015 – March 2016

- B2B marketing writing and editing (e.g., brochures, briefs, blogs, case studies, email blasts, white papers, landing pages) for a global IT solutions provider and IBM solution partner.
- Technical Writing: reducing complex technical concepts, products, and services to marketing releases
- Working closely with subject matter experts to develop branding and marketing content.
- Developing InDesign templates and standards.
- Team lead for SEO strategizing, research, and content preparation.

Consumer Centre, Inc.

Content Manager

July 2010 – Oct. 2014

- Overseeing, preparing, and editing SEO content and processes as part of the marketing team.
- Writing, editing & proofing monthly print periodicals for four publishing regions (Canada, UK, Australia, NZ) across five different websites (two domestic, three for foreign markets.)
- Managing web content workflow, including overseeing and assigning work to content freelancer writers.
- Addressing and monitoring aspects of online presence and representation (e.g., responding to complaint forums.)
- Editing business plans.
- Editing client success story videos and managing videographers.

Consumer Vision, Ltd.

Manager/IT Support Specialist

Jan. 2000 – July 2009

- Managed a team of 40+ employees
- Obtained a detailed understanding of branding, marketing, and similar aspects of commercial market research.
- Developed call centre policy and operational improvements.
- Aided clients with website development and testing processes, including eye tracking testing.
- Assisted in Enterprise Software Application development for the call centre.
- Prepared and supported technically-oriented research focus groups
- Maintained and trained others in the use of facility computer software and hardware, and audio/video equipment.
- Installed new equipment (e.g. state-of-the-art, in-line MP3 recorders)
- Consulted on technical design of new research facility when company moved.
- Formulated and provided IT solutions required by field projects; devised ways to meet unorthodox technical needs.

Self-Employed

Freelance Writer, Editor, Designer, SEO

May 1997 – Present

- Writing, editing, production, and graphic design for offset, print-on-demand, and e-publications.
- Responsible for all steps in the write-design-publish sequence (e.g., text, layout, graphic design.)
- Author of over 100 published products.
- Was a contributing author to the award winning **DC Adventures** game, licensed from **DC Comics**.
- Facilitating business growth through self-developed online advertising and consumer targeting, as well as licensing.
- Project management, tight deadlines, and overseeing relationships with other freelancers (e.g., artists.)

Steven Trustrum

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