

STEVEN TRUSTRUM

CREATIVE CONTENT & MARKETING

A skilled and driven marketer and content creator with an eye for accessibility, usability, and design.

A self-starter capable of setting and pursuing objectives with a coordinated strategy that surpasses goals and expectations.

SKILLS, CONTENT

- Compelling content writing for technical, social media, and B2B and B2C needs.
- Technical writing
- Editing and proofing.
- Styles and standards guide design.
- Internal and external content.
- SEO and GEO methods and best practices.
- Responsive and mobile-ready design.
- Change management.
- Waterfall and Agile experience.

SKILLS, ACCESSIBILITY

- WCAG-compliant style and standards guide design and training.
- Digital Accessibility (WCAG) writing and auditing for content, visual design, and code development.
- Expertise in how written and visual content and dev intersect.
- Empathy and awareness for accessibility user experiences and needs.

SKILLS, TECHNOLOGY

- Accessibility tools (e.g., NVDA, VoiceOver, Wave, Axe, Aslint.)
- Google Keyword Planner, Google Ads
- CMS (e.g., WordPress, SharePoint, Loopio.) Adobe Creative Cloud, Microsoft Office.
- Project management (e.g., Figma, JIRA, Confluence.)
- Website design and auditing.
- Waterfall and Agile experience.

SKILLS, MARKETING

- Content and social media strategy.
- Lead generation and conversion design.
- Qualitative and quantitative market research and branding dev.
- Keyword research and analytics.
- Styles and standards guide design.
- Demographic/voice identification and enhancement.
- A/B testing.
- Digital and print experience.

EXPERIENCE

★ UX CONTENT DESIGNER, TD BANK

Feb. 2024 - Nov. 2025

- Wrote TD's chatbot dialogue.
- UX content writing.
- Designing UX and accessibility for the new customer ("Discovery") experience (Human Centered Design Practice.)
- Most UX projects were for mortgages, loans, lines of credit, and credit cards.

★ SENIOR CONTENT SPECIALIST, SUN LIFE

July 2023 - Nov. 2023

- Short-term contract to help with client-facing content backlog.
- Updated and revised Loopio and SharePoint content for enterprise-wide proposal Q&As for plan sponsors.
- Wrote new products descriptions and feature details and hierarchies (e.g., Opioid Management System.)

★ UX CONTENT SPECIALIST, CIBC

March. 2022 - Feb. 2023

- Content creation with Figma and SharePoint for loans, mortgages, ETFs, credit cards, lines of credit, etc.
- Go-to editorial member for accessibility-oriented and critical, short-deadline projects.

★ UX CONTENT SPECIALIST, CIBC

Dec. 2019 - Nov. 2021

- Content creation for securities trading platform.
- Prepared accessibility documentation/guides and conducted accessibility training for the editorial/content team.
- Created a standard editorial database and UX user guide (e.g., compliance notations.)
- Consulted with the department's accessibility team to define solutions and standards and solve issues.

★ ACCESSIBILITY UX CONTENT AUDITOR, BANK OF MONTREAL

Jan. 2019 - Oct. 2019

- Created, reviewed, and edited content.
- Audited and revised website assets for accessibility compliance.
- Member of the BMO Accessibility Committee (setting organization-wide accessibility policy to meet accessibility compliance requirements.)
- Drove accessibility solutions (e.g., compliant labeling and methods) to intersect with design and development.
- Created BMO's accessibility user guide, UX training materials, and processes for its content team.
- Trained content specialists, devs, and designers on UX/accessibility intersections.

CONTENT MANAGER, CSAE

Aug. 2016 - Nov. 2018

- Designed CSAE's first-ever content strategy and best practices.
- Transformed longstanding web traffic decline into growth averaging +10%/mos.
- Cross-platform social media and content strategy to expand reach and engagement.
- Engaged content stakeholders, subject matter experts, and contributors.
- Oversight of all online content assets.
- Set all content policies.
- Content creation (e.g., blogging, SEO.)
- Video creation and editing for social media.
- Print and interactive e-book (PDF and Kindle) design and output.

EDUCATION

Graduated 1999

ENGLISH MAJOR, SOCIOLOGY MINOR

University of Toronto
Honours Bachelor of Arts

★ Contract position

T: 416 857 2433
E: steven@trustrum.com

www.trustrum.com
www.linkedin.com/in/steventrustrum