

Nicole Bennett

(226) 868-7179
bennett.nicolem@gmail.com
nicolembennett.com
linkedin.com/in/nicole-mbennett

Skills

Writing

SEO
Editing and proofreading
Email and web copywriting

Technical

Google Data Studio
Google Analytics
Google Search Console
MOZ Pro
Hootsuite
Sprout Social
Photoshop
Premiere Pro
InDesign
Craft CMS
Wordpress

Languages

English (native)
French (native)

Education

University of Waterloo

Sep 2015 – Apr 2020
Bachelor of Arts, Honours English

Rhetoric, Media, and Professional
Communication with co-op

Minors in French and Digital Arts
Communication

Awards

2020

St. Jerome's University Academic
Achievement Award,
Department of English

2015 – 2020

University of Waterloo Dean's Honours
List

Experience

Senior Content Marketing Specialist

Versapay | Toronto
Mar – Dec 2022

- Managed editorial calendar, running topic ideation sessions with the broader team
- Owned relationships with freelance writers and creation of content briefs
- Acted as primary editor of all resource library and newsletter content

Content Writer

Versapay | Toronto
Aug 2020 – Mar 2022

- Scaled Versapay's content production as main writer on the blog
- Developed the company's content style guide
- Wrote and edited copy for online ads, email, website, and social media

Content Marketing Intern

Influitive | Toronto
Jan – Aug 2019

- Wrote various thought leadership and SEO-driven blogs tailored to a B2B audience
- Wrote copy and led strategy for social media
- Reported on blog and social media performance using Data Studio

Marketing Coordinator

Evolve ETFs | Toronto
Jun – Aug 2018

- Led social media strategy and created processes for planning and scheduling content
- Wrote and edited English and French copy for blogs, sales collateral, and marketing emails

Marketing Intern

Manulife, Real Estate and Private Markets | Toronto
Sep – Dec 2017

- Project managed creation of marketing assets from start to finish
- Prepared briefs and worked with designers to produce print brochures, marketing emails, and building signage