



ALA SERAFIN

PORTFOLIO – *alaserafin.com*



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in/alaserafin

EXPERIENCE

SENIOR CONTENT DESIGNER

May 2022–present

Questrade Financial Group

Toronto, ON

Write clear, concise, and meaningful UX copy for desktop and mobile based on business requirements, design thinking, user testing, brand guidelines, and accessibility standards // Collaborate with UX designers on creating user flows in Figma // Coordinate copy approvals with internal stakeholders, such as legal and compliance // Contribute to the development of a design system

CONTENT CREATOR & STRATEGIST

Dec. 2011–present

Freelance

Anywhere with Wi-Fi

Work with various marketing and editorial teams to develop a range of engaging content under tight deadlines // Copy edit, write, stylistically edit, and proofread content for websites (prioritizing SEO), magazines, and books // 2013–2017: Ran a personal travel blog, which included sponsored content

UX WRITER

July 2020–April 2022

Canada Life

Toronto, ON

Collaborated with UX designers, product owners, developers, and business partners to create user-centric, intuitive digital products // Wrote effective UX copy based on business requirements, user testing, brand guidelines, and accessibility standards // Worked in a fast-paced agile environment from mock-ups to development // Occasionally wrote/edited content for Canadalife.com

CONTENT MARKETING LEAD

July 2019–Jan. 2020

Teach Away

Toronto, ON

Wrote and edited B2C/B2B digital marketing content, including blog posts and copy for web pages, drip emails, landing pages, and research reports // Led the development of a content marketing strategy that supported growth, brand awareness, and B2C/B2B sales goals // Ensured SEO best practices and tracked key KPIs using such tools as Google Analytics, SEMRush, Moz, and HubSpot

MARKETING COMMUNICATIONS CONSULTANT

June 2017–Apr. 2019

Purolator Inc.

Mississauga, ON

Created B2B marketing content (i.e. emails, landing pages, articles, digital ads, product guides, and social media posts) by collaborating with marketing team members, balancing stakeholder interests, and overseeing the work of external freelancers/agencies // Supported numerous targeted marketing initiatives by prioritizing lead generation and current best practices from concept to completion

EDUCATION

MASTER OF PUBLISHING

Simon Fraser University

Graduated June 2017

Vancouver, BC

BACHELOR OF ARTS (HONS.), POLITICAL SCIENCE & HISTORY

University of Toronto

Graduated June 2008

Toronto, ON

CONTENT MARKETING CERTIFIED

HubSpot Academy

Completed April 2020

Online

SKILLS

- UX content strategy
- UI microcopy
- User testing/research
- Design thinking
- User empathy
- Working in an agile environment
- Knowledge of accessibility standards (WCAG)
- Shaping brand voice
- Adhering to brand/style guides
- Copywriting
- SEO
- B2C/B2B content marketing
- Email drip campaigns
- Basic web design/coding
- Photo editing
- Creative problem solving
- Attention to detail
- Flexibility
- Adaptability
- Prioritization
- Teamwork
- Leadership
- Effective communication
- Active listening

DIGITAL LITERACY

WEB

Figma



Confluence



Jira



WordPress



ADOBE CC

Acrobat/Pro



InDesign



Photoshop



Illustrator



MICROSOFT

Word



PowerPoint



Excel



SELECT FREELANCE CLIENTS

SPONSORED CONTENT

- *BCBusiness* // Regional business magazine
- *FloorsNow.ca* // flooring retailer

- *Busbud.com* // Long-distance bus booking site
- *Hipmunk.com* // US travel booking site

EDITORIAL CONTENT

- *enRoute* // Air Canada's inflight magazine
- *Western Living* // lifestyle magazine

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