



ALA SERAFIN

PORTFOLIO – *alaserafin.com*



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in/alaserafin

EXPERIENCE

DIGITAL CUSTOMER EXPERIENCE WRITER

July 2020–present

Canada Life

Toronto, ON

Collaborate with UX designers, product owners, developers, and business partners to create user-centric, intuitive digital products // Write clear, concise, and meaningful UX copy based on business requirements, design thinking, user testing, brand guidelines, and accessibility standards // Work in a fast-paced agile environment (from mock-ups to development) // Occasionally write/edit content for *Canadalife.com*

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

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 // Collaborated with marketing team members and internal stakeholders on developing a content marketing strategy based on the latest best practices and business objectives // Led the content team in developing and executing an efficient and effective content creation process // Helped execute data-driven marketing campaigns 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

CONTENT WRITER & EDITOR

Mar. 2010–Dec. 2011

Neungyule Education

Seoul, South Korea

Copy edited, proofread, and wrote content (e.g. reading passages and standardized test questions) for 20+ English textbooks for a leading South Korean educational publisher // Collaborated on projects at various stages of completion to meet tight deadlines in a fast-paced team environment

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

WordPress 
Confluence 
Jira 
HTML & CSS 

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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