

Tris Hussey

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- Over 20 years of digital and content marketing experience
- Canada's first professional blogger
- Three-time best-selling author
- Launched, deployed, and supported social and online presence for global brands, startups, SaaS, B2B, retail, and B2C companies.

PUBLISHED WORKS:

Create Your Own Blog (Sam's) 1st ed 2009, 2nd ed 2012

Using WordPress (Que) 2011-12

Sam's Teach Yourself Foursquare in 10 Minutes (Sam's) 2010

WordPress Essentials (video) (Que) 2011

Absolute Beginner's Guide to WordPress (Que) 2014

Introduction to Social Media module for UBC Continuing Studies online certificate program in Social Media

Infobip Communications, Content Marketing Manager 2016-2017

- Developed North American and Global Content Marketing strategy
- Contributed to the North American marketing strategy
- Contributed to the Global marketing strategy
- Optimized social profiles from global to North American audience
- Created collateral for inbound and outbound sales prospecting
- Drove solutions-focused content development for products and services
- Developed content to support the lead nurture buying cycle
- Matched and tailored content to buying personas and ideal customer profile

Microserve, Marketing Manager 2015-2016

- Launched digital, social, and content marketing initiatives
- Created structure for SEO growth on all web properties
- Introduced single CTA landing pages using Unbounce
- Led creation of the value propositions and customer segmentation on new managed IT services and cloud data services using the Business Model Canvas and Value Proposition Canvas models

Digital, Content, and Social Media Marketing Consultant 2003-2015

- Three-time best-selling author (*Create Your Own Blog*, *Using WordPress*, *Absolute Beginners Guide to WordPress*)
- Developed and executed digital media plans for Samsung Electronics, YVR Airport, SoMedia Networks, Wizard World Comic Cons, and others.
- Canada's first professional blogger
- Published in leading technology publications like MacLife, The Next Web, Future Shop Tech Blog, Cult of Mac, LifeHack.org, iPhoneHacks, and Business in Vancouver
- Specializes in editorial, opinion, and technology reviews (hardware, software, gear, and gadgets)
- Expert in mobile computing and mobile applications

Selected Clients & Major Projects:

Samsung Electronics, UX Team, Content development
Content Manager, SoMedia Networks
Instructor and Online Class developer, UBC Continuing Studies
Instructor New Media Program, BCIT
Editor-in-Chief, iPhoneHacks.com
Chief Geek, Socialized Ltd. & Wizard World Comic Cons
Editor for Canada & Lifehacks, TheNextWeb.com
New Media–Social Media Specialist, Media2o Productions

Nugg Solutions Corp, Director of Customer Success **2013–2014**

- Responsible for Customer Success, Marketing, and Support functions for collaboration and team creation.
- Part of executive team for Nugg developing product-market fit, go-to-market strategy, and brand voice for collaboration and team building apps
- Implemented Customer Success, Content Marketing (Inbound marketing), and Social Media strategies
- Implemented systems for A/B testing of landing pages, customer onboarding, newsletters, and social media marketing.
- Lead writer and editor for all external facing content including website copy, blog posts, guest posts, and press releases

Simply Computing, Community Coordinator **2011-2012**

- Managed social media presence for Canada’s largest independent Apple retailer (Twitter, Facebook, YouTube, Yelp, Pinterest)
- Developed and launched webinars on key Mac and Apple topics for customers
- Implemented Net Promoter Score survey and analysis to understand and manage customer service issues
- Increased Facebook likes on main Simply Computing page 170% in four months, Increased Twitter followers 20%

Qumana Software **2004-2006**

Director of Strategic Partnerships

- Responsible for ensuring that all strategic partnerships are executed properly and maintain/build ongoing relationships with partners.
- Developed pitch presentations and seminars on the benefits of business blogging.

Product Manager/Chief Blogging Officer

- Responsible for promotion, strategy, vision, and customer relationships for the Qumana Product (offline blog editor).
- Public face of the product for consumer and business customers.

GlaxoSmithKline and Glaxo Wellcome Canada, Sr eBusiness Analyst 1998-2003

- International team member for global projects (Canada's representative for projects)
- Ensured compliance of websites to company regulatory standards
- Worked with international colleagues on global projects on content management and website oversight
- Recommended and presented innovative and cutting-edge web metrics tools to internal, International eBusiness conference

Glaxo Wellcome Canada, Webmaster 1998-2000

- Responsible for all Internet and Intranet activities for Glaxo Wellcome Inc.
- Internal expert on: eCommerce/eBusiness, pharmaceutical companies and the Internet, healthcare on the Internet
- Developed company strategy for Internet and Intranet development
- Canadian representative to Glaxo Wellcome Group for international collaboration on Internet and Intranet projects

EDUCATION:

University of Maine Orono, ME

M.S.: Institute for Quaternary Studies

1993

Interdisciplinary course of study using botany, geology, glaciology, meteorology, archaeology, and paleoecology to understand the changes to climate, geography, and human expansion during the last hundred thousand years.

Colby College Waterville, ME

B.A.: Major: Anthropology, Minor: Geology, *Magna Cum Laude*

1991