

Tris Hussey

AI Content Strategist | AI Consultant | Content Marketer

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Professional Summary

Seasoned content strategist and best-selling author with deep experience connecting innovative technologies to business growth. I specialize in leveraging generative AI to build data-driven content strategies, streamline content production, and boost audience engagement. As a natural teacher and translator, I demystify complex AI concepts, empowering marketing teams to confidently adopt new technologies and achieve measurable results.

Key Skills & Expertise

- **AI-Powered Content Strategy:** Generative AI (ChatGPT, Gemini, Perplexity), AI-Driven SEO & Keyword Research, AI Content Audits, Content Performance Analysis
 - **AI Implementation & Training:** AI Workflow Integration, Team Training on AI Tools, AI Ethics & Responsible Innovation
 - **Content Marketing & Creation:** Content Strategy, Blogging, Podcasting (Production, Editing, Distribution), Video Scripting & Production, Social Media Management
 - **Marketing Technology & Analytics:** HubSpot, Google Analytics, Mailchimp, ActiveCampaign, Unbounce, WordPress, Asana, Trello
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Professional Experience

Ink By The Barrel Content Marketing

Freelance Content Marketer, Writer, Podcast Producer/Editor (2020–Present)

- Developed and executed AI-powered content strategies for B2B and B2C clients, resulting in increased organic traffic and lead generation.
- Utilized generative AI tools (ChatGPT, Gemini) to streamline content creation, from ideation and research to drafting and optimization, reducing production time by an average of 50%.

- Pioneered the use of AI for sophisticated content analysis, including multivariate statistical analysis and repurposing existing content for new channels.
- Advised clients on the ethical implementation of AI in their content workflows, ensuring brand integrity and responsible innovation.

Modaxo Inc / Trapeze Group

Blog and Podcast Manager (2021–2025)

- Produced and edited the award-winning *Transit Unplugged* podcast, increasing average listen-through rates to >72%.
- Managed all technical aspects of the podcast, including hosting, metrics, and reporting.
- Created promotional materials, audiograms, and show notes for maximum engagement.
- Use AI to improve workflows, decreasing production time by 30%.
- Published weekly *Transit Unplugged* newsletter via email, LinkedIn, and website.
- Led the redesign and relaunch of *TransitUnplugged.com* to improve user experience.
- Wrote and published over 100 industry articles on public transit, asset management, and workforce planning.
- Internal expert on generative AI, podcasting, and content marketing strategy.

Sky Global Technology

Senior Marketing Manager → Head of Marketing → Senior Content & Marketing Manager (2018–2020)

- Led a six-person marketing team supporting four global brands.
- Created content and marketing strategies for SaaS, security, and e-commerce brands.
- Developed blog content, email campaigns, and website copy to increase engagement.
- Managed multi-lingual reseller websites and digital marketing integrations.

Infobip Communications

Content Marketing Manager (2016–2017)

- Developed North American and global content marketing strategies.
- Created content to support lead nurturing and sales enablement.
- Optimized social media presence for brand awareness and engagement.

Microserve

Marketing Manager (2015–2016)

- Launched digital, social, and content marketing initiatives for IT services.
- Created SEO strategies and conversion-focused landing pages.
- Developed value propositions using Business Model and Value Proposition Canvas frameworks.

Additional work experience

- **Nugg Solutions Corp** *Director of Customer Success* (2013–2014)
- **Simply Computing** *Community Coordinator* (2011–2012)
- **Qumana Software** *Director of Strategic Partnerships* → *Product Manager/Chief Blogging Officer* (2004–2006)
- **Larix Consulting** *Freelance Digital, Content, and Social Media Marketing Consultant* (2003–2015)
- **GlaxoSmithKline & Glaxo Wellcome Canada** *Senior eBusiness Analyst* → *Webmaster* (1998–2003)

Selected Clients & Major Projects

- **The Gen X Collective** – Podcast producer and editor
- **Luna XIO** – Freelance blogger and ghostwriter
- **Absolute Software** – Freelance blogger and ghostwriter
- **Samsung Electronics, UX Team** – Content development
- **SoMedia Networks** – Content Manager
- **UBC Continuing Studies** – Instructor and Online Class Developer
- **BCIT** – Instructor, New Media Program
- **iPhoneHacks.com** – Editor-in-Chief
- **Socialized Ltd. & Wizard World Comic Cons** – Chief Geek
- **TheNextWeb.com** – Editor for Canada & Lifehacks
- **Media2o Productions** – New Media–Social Media Specialist

Education

University of Maine, Orono, ME

M.S., Institute for Quaternary Studies

Colby College, Waterville, ME

B.A., Anthropology with Distinction (Magna Cum Laude)

Publications & Speaking Engagements

- *Create Your Own Blog* (Sams) – 1st ed. 2009, 2nd ed. 2012
- *Using WordPress* (Que) – 2011–12
- *Absolute Beginner's Guide to WordPress* (Que) – 2014
- Introduction to Social Media – UBC Continuing Studies Online Certificate Program

Awards & Recognition

- *SWTA Spotlight Award* – Recognized for outstanding podcast episodes featuring Kansas City transit leadership.