

## Tris Hussey

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### SENIOR CONTENT MARKETING MANAGER & PODCAST PRODUCER

Award-winning Senior Content Marketing Manager with extensive experience in content marketing, digital strategy, and podcast production. Skilled in simplifying complex technical topics for diverse audiences and driving impactful content strategies across multiple platforms. Proven expertise in SEO, podcast production, generative AI, content creation, and audience engagement. Adept at using cutting-edge technologies to enhance content visibility, performance, and conversion. Passionate about using generative AI and analytics to drive content and audience growth.

### AREAS OF EXPERTISE

Podcasting & Audio Production | Content Strategy | Blogging | Social Media Management | Keyword Optimization | Marketing Technology | Generative/Assistive AI | Project Management | Digital Marketing & Engagement | Mobile Computing | Tech Journalism | Web Content Writing | Online Education

### TECHNICAL SKILLS

- **Podcasting & Audio Tools:** Descript, Audacity, Reaper
- **SEO & Analytics:** Google Analytics, Hotjar, Crazy Egg, Ahrefs
- **Marketing & CMS Platforms:** WordPress, HubSpot, Unbounce, Mailchimp, ActiveCampaign, Marketo
- **Project & Content Management:** Asana, Trello, Jira, Confluence, ClickUp
- **Social Media & Engagement:** LinkedIn, Facebook, Twitter/X, Bluesky, Instagram, Threads
- **Generative/Assistive AI:** ChatGPT, Microsoft Copilot (web and Visual Code), Perplexity, Descript, Gemini

### EXPERIENCE

#### INK BY THE BARREL CONTENT MARKETING, Chilliwack, BC

2020 - Present

##### Freelance Content Marketer | Writer | Podcast Producer | Editor

Developed targeted content strategies and managed editorial calendars for B2B and B2C clients.

- Used generative AI tools for ideation, content drafting, research, and multivariate statistical analysis, and code generation (XML and Python).
- Created SEO-optimized content that boosted website traffic and increased conversion rates.
- Leveraged Google Analytics, Hotjar, and Crazy Egg to measure and improve content performance.

#### MODAXO INC/TRAPEZE GROUP, Mississauga, ON (Remote)

2021 - 2025

##### Blog and Podcast Manager

Produced and edited the award-winning Transit Unplugged podcast, achieving a 72% increase in listener retention and engagement.

- Managed technical podcast elements, including hosting, metrics, and reporting.
- Designed and launched promotional materials, audiograms, and detailed show notes for maximum engagement.
- Published weekly Transit Unplugged newsletter across email, LinkedIn, and the website, enhancing audience engagement and driving traffic.
- Led the redesign and relaunch of TransitUnplugged.com to improve user experience and increase website visits.
- Authored and published over 100 industry articles on public transit, asset management, and workforce planning.
- Acted as an internal expert on generative AI, podcasting, and content marketing strategy.

#### SKY GLOBAL TECHNOLOGY, Vancouver, BC

2018 - 2020

##### Senior Marketing Manager | Head of Marketing | Senior Content & Marketing Manager

Led a six-person marketing team supporting four global brands in SaaS, security, and e-commerce sectors.

- Developed and executed content and marketing strategies that increased engagement across digital channels.
- Created blog content, email campaigns, and website copy to increase engagement.
- Managed multi-lingual reseller websites and digital marketing integrations.

**INFOBIP COMMUNICATIONS, Vancouver, BC****2016 - 2017****Content Marketing Manager**

Developed North American and global content marketing strategies.

- Created content to support lead nurturing and sales enablement.
- Optimized social media presence to boost brand awareness and engagement.

**MICROSERVE, Burnaby, BC****2015 - 2016****Marketing Manager**

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.

**NUGG SOLUTIONS CORP, Vancouver, BC****2013 - 2014****Director of Customer Success**

Managed Customer Success, Marketing, and Support functions for collaboration and team-building applications.

- Developed go-to-market strategy, product-market fit, and brand voice.
- Led A/B testing for landing pages, newsletters, and customer onboarding.
- Produced website content, blog posts, guest articles, and press releases.

**SIMPLY COMPUTING, Vancouver, BC****2011 - 2012****Community Coordinator**

Managed social media presence for Canada's largest independent Apple retailer.

- Developed and launched customer webinars on key Mac and Apple topics.
- Implemented Net Promoter Score surveys to enhance customer service.
- Increased Facebook followers by 170% and Twitter engagement by 20%

**ADDITIONAL RELEVANT EXPERIENCE****QUMANA SOFTWARE, Vancouver, BC**

**Director of Strategic Partnerships | Product Manager/Chief Blogging Officer**

**LARIX CONSULTING, Vancouver, BC**

**Freelance Digital, Content, and Social Media Marketing Consultant**

**GLAXOSMITHKLINE & GLAXO WELLCOME CANADA, Mississauga, ON**

**Senior eBusiness Analyst | Webmaster**

**EDUCATION**

**Master of Science (M.S.), Institute for Quaternary Studies | University of Maine, Orono, ME**

**Bachelor of Arts (A.B.), Anthropology with Minor in Geology, Magna Cum Laude | Colby College, Waterville, ME**

**AWARDS & RECOGNITION**

- *Phi Beta Kappa*, Beta of Maine Chapter
- SWTA Spotlight Award - Recognized for outstanding podcast episodes featuring Kansas City transit leadership
- Canada's first professional blogger. Published in MacLife, The Next Web, Cult of Mac, iPhoneHacks, LifeHack.org, Business in Vancouver.

## ADDENDUM

### SELECTED CLIENTS & MAJOR PROJECTS

- **Luna XIO** - Freelance blogger and ghostwriter
- **Fiix** - Freelance blogger and ghostwriter
- **Wave** - Freelance blogger and ghostwriter
- **Vonigo** - Freelance blogger and ghostwriter
- **Envase** - 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

### PUBLICATIONS & SPEAKING ENGAGEMENTS

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