

Robert Blanchet

Toronto, ON

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Content Creator & Analytics Specialist

Bilingual professional with a passion for generating high-quality, user-driven content.

AREAS OF EXPERTISE

- Over 10 years of experience analysing data trends and envisioning marketing and content strategies. [\(This number is an estimate – what would be accurate?\)](#)
- High-level hands-on knowledge of content management systems (CMS), web analytics, search engine optimization (SEO), social media, web design, and digital project management.
- Excellent ability to communicate with clients and senior management, identify goals, and formulate achievable plans.
- Superb writing, editing, and public speaking skills in both English and French.

TECHNICAL PROFICIENCIES

Languages: HTML, CSS, JavaScript

Software: WordPress, MS Office Suite, Adobe Creative Suite, Google AdWords, Dreamweaver

Analytics: Adobe, Google, Tableau, SAS

Tools:

Professional Experience

Applecoremedia, Toronto, ON

Web Designer & Marketing Consultant (2017 – Present)

Design and produce engaging websites for clients. Inform clients of popular search terms and pages. Devise content strategies. [\(Any examples of the impact you've had? Anything with a #, %, or \\$?\)](#)

Key Achievements:

- Raised local businesses' visibility and rankings in search engines.

Canada Media Fund, Toronto, ON

Digital Analytics Specialist (Bilingual) (2012 – 2017)

Calculated, compiled, and conveyed metrics and key performance indicators (KPIs) to research department in order to highlight project opportunities and risks across over 500 digital content channels. Examined industry trends to determine best practices for digital content. Contributed statistical analysis and interpretation of top-performing projects to annual reports.

Key Achievements:

- Systemized process for tagging projects and presented it to broadcasters and producers at annual conferences.
- Educated over 500 producers about digital tag management, resulting in tags for 78% of web and mobile projects.
- Organized metrics from over 800 projects into KPI dashboards and Excel tables, forming an illuminating illustration of project performance.

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- Praised by executives and broadcasters for effectively leading data management advisory groups. ([I assume DM stands for “data management”](#)).

City of Toronto, IT Communications Department, Toronto, ON

Web IT Specialist (2011 – 2012)

Spearheaded bilingual marketing campaigns under tight deadlines. Defined branding guidelines for external communications. Assisted with designing newsletters and developing content for website.

Key Achievements:

- Refined online searchability of information about tourism in Toronto.
- Built reusable CSS templates to expedite content output.

George Brown College, Toronto, ON

Instructor & Program Developer (2008 – 2012)

Webmaster (2007-2008)

Taught Managing an Artist course to enlighten students about the music industry, including such topics as contract negotiations and social media. Enlisted local and international music producers to further educate and network with students.

Key Achievements:

- Created popular course which saw a 10% increase in enrolment each term.
- As **Webmaster**, resolved broken links and other issues to improve online course registration by 30%.

eLearnNetwork, Toronto, ON

Webmaster (2008 – 2010)

Created websites and social media strategies for distance learning centres throughout Ontario.

Key Achievements:

- Crafted dashboard reports on user behaviour and location services, increasing lead conversion rate by 25% and uncovering best locations for hub centres.
- Boosted SEO by 75% by quantifying effectiveness of banner ads, keywords, and backlinks. ([Does this accurately characterize this accomplishment?](#))
- Maintained website functionalities, increased usability, and incorporated feedback from blogs, forums, and surveys to accentuate the convenience and cost advantages of distance learning.

*Additional experience as **Content Manager** at Bell Canada.*

Education and Training

Laurentian University, Sudbury, ON

Bachelor of Arts with Honours, Concentration in English Language & Literature

— Certifications —

TO Imageworks (Web/Multimedia) ~ Tableau Certified ~ SEO Certified

— Professional Development —

Search Engine Marketing (SEM) ~ Social Strategy & Communications ~ Intermediate Excel ~
HTML5

Advanced Illustrator CS5 ~ Oracle Database Intro ~ Google Analytics Intensive