

SEAN WILSON

Content Manager | Marketing Strategist | Creative Copywriter | Branding Specialist

📞 416-570-2617

🌐 [linkedin.com/in/wilsoncopy/](https://www.linkedin.com/in/wilsoncopy/)

✉️ seanwilson@wilsoncopy.com

🌐 [wilsoncopy.com](https://www.wilsoncopy.com)



WilsonCopy.com

SUMMARY

A versatile and seasoned content marketing manager with over a decade of experience, known for leading high-impact initiatives across B2B and B2C sectors, including enterprise SaaS solutions, finance, e-commerce, and education. Demonstrates exceptional strength in strategic marketing execution, team-oriented leadership, and versatile content creation across platforms and formats. Adept at SEO optimization; consistently driving organic growth through targeted keyword strategies and high-performing content. Strong track record in crafting compelling narratives that drive measurable results, including a 400% increase in LinkedIn traffic and a 25% boost in pipeline generation. Recognized for launching a successful newsletter that doubled its audience within three months, showcasing a strong blend of creativity and data-driven performance.

EXPERIENCE

Senior Content Writer and Strategist

Apply Digital

📅 11/2024 - 09/2025 📍 Remote

🌐 [ApplyDigital.com](https://www.applydigital.com)

Focused heavily on strategy, leading multiple projects and large-scale initiatives that required coordination across internal departments and collaboration with external vendors. Worked closely with senior executives to craft thought leadership content tailored to their voice and expertise. Led the writing and strategy for award submissions, gathering information across departments and aligning stakeholders to ensure the strongest results. Produced a wide range of strategic content including white papers, industry reports, blogs, case studies, and press releases, each designed to drive measurable impact and align with broader business goals.

Marketing Consultant

Meta

📅 06/2024 - 11/2024

🌐 [Meta.com](https://www.meta.com)

Working in partnership with high profile advertisers on the Meta platform to develop and execute multi-channel campaigns driving user engagement and brand awareness across Facebook, Instagram, and WhatsApp. Collaborating with cross-functional teams to launch innovative products and features. Analyzing data-driven insights to optimize marketing strategies and achieve business objectives, and identifying trends and opportunities in each advertiser's respective industry.

Senior Content Marketing Manager

Shipwell

📅 01/2021 - 10/2023 📍 Remote

🌐 [Shipwell.com](https://www.shipwell.com)

I was brought in to take over the position from the previous product marketing manager to revamp the content management strategy and enhance the quality and impact of our thought leadership material. In this role, I was in charge of planning and creating a wide range of impactful and engaging content including product launch campaigns, white papers, blogs, webinars, and case studies, as well as ghost-writing content such as speaking notes, press releases, and thought leadership articles for executives. I was also in charge of establishing the calendar and creating content for our various social channels, assisting in developing our brand and content guidelines, and managing the various freelance writers that were brought in for our larger campaigns.

RECENT ACHIEVEMENTS



Launched a Successful Newsletter

Attracted a monthly newsletter audience of **1,000 in the first month**, and doubled that over the next 3 months.



Improved Email Effectiveness

Achieved email open rates **15% above industry benchmarks** through compelling email campaigns.



Increased Pipeline Generation Rates

Increased pipeline generation rates by **25% quarter-over-quarter**.



Enhanced SEO Optimization

Ranked for **15+ priority keywords** within the first 6 months of launching a new SEO-focused content initiative.



Transformed a Social Media Strategy

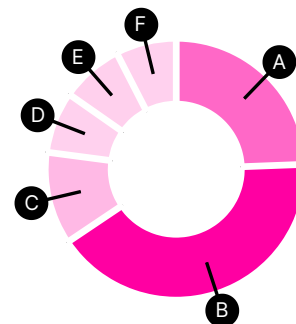
Increased LinkedIn organic traffic and conversion rates by **400% in 12 months**, and social media followership by **85%**.



Ramped Up Website Traffic

Increased website traffic by **35% YoY** through strategic and compelling content.

MY TIME



- A** Content/Campaign Strategy and Planning
- B** Content Creation and Copywriting
- C** SEO Research and Optimization
- D** Collaboration and Meetings
- E** Editing, Proofreading, and Graphic Design
- F** Professional Development

EXPERIENCE

Senior Content Marketing Manager

Coconut Software

📅 03/2019 - 04/2020

🌐 CoconutSoftware.com

Coordinated with marketing and product departments to create a content calendar that highlighted the value of upcoming releases in line with our product roadmap. Managed direct email campaigns and worked with external agencies to outline video concepts and script writing. Conducted interviews with high-level financial industry clients, and collaborated with sales and customer experience teams to develop additional departmental materials.

Senior Social Media Specialist

Wunderman Thompson

📅 10/2017 - 01/2019

🌐 WundermanThompson.com

Communicated and clearly pitched ideas to clients for different types of projects through compelling PowerPoint presentation materials. Headed influencer and community management for a wide range of high-profile clients, including Huawei, Honor, Marriott Hotels, Audi Racing, the Hong Kong Tourism Board, and more. Received a Gold Award in Social Marketing at the 2018 ROI Festival for my work on a large-scale global product launch campaign.

Lead Copywriter

Alcatel Mobile (TCL/BlackBerry)

📅 10/2014 - 10/2017

🌐 AlcatelMobile.com

Created campaigns across a wide array of media types, such as website, e-commerce, social media, television, storefront displays, packaging, point of sale (POS), print, and large format posters and billboards. Conducted thorough research on contemporary advertising methods, styles and competing products, while ensuring the preservation of the brand's image to craft effective campaigns.

Senior Copywriter

Global Sources

📅 09/2011 - 10/2014

🌐 GlobalSources.com

Conducted in-depth research to identify unique selling points and crafted compelling advertisements while consistently exceeding production volume and conversion rate KPIs. Edited and performed voice-over recordings for promotional content, and was the most requested voice-over performer for our clients. Engaged in client meetings and factory tours to gain a deeper understanding of their products and services.

EDUCATION & CERTIFICATIONS

Bachelor of Arts (B.A.) in English Literature

Trent University

📅 2004 — 2008

📍 Peterborough, ON, Canada

College Diploma in Police Foundations

Fleming College

📅 2001 — 2004

📍 Peterborough, ON, Canada

Meta Certified Digital Marketing Associate

Meta

📅 2024

📍 St Catherines, ON, Canada

Certification in Digital Marketing

Google Digital Garage

📅 2020

📍 Toronto, ON, Canada

KEY SKILLS

- Content Strategy
- Copywriting
- SEO Optimization
- Email Marketing
- Social Media Management
- Thought Leadership Development
- Team Leadership
- Cross-functional Collaboration
- Project Management
- Data Analysis
- Branding
- Creative Storytelling

QUICK CONTENT SAMPLES

AI Readiness Diagnostic

Apply Digital

📅 09/2025 🌐 bit.ly/4bHrAx4

A detailed survey that delivers a customized report on the readiness of the respondent's organization to integrate AI into their workflows. (Currently linked to an early proof-of-concept of the final report)

Integrations Matter

Absorb

📅 12/2023 🌐 bit.ly/3TBCZWM

A 3,000-word SEO-optimized article that dives into the specifics of LMS integrations in an enterprise setting.

Gaining Pricing Confidence

Shipwell

📅 04/2022 🌐 bit.ly/3NEAbUR

A white paper that explores the pros and cons of typical pricing strategies used in most companies, and the ways that data can help to improve them.

Millennial Money

Coconut Software

📅 07/2019 🌐 bit.ly/3GTxs6f

A 24 page eBook exploring the ways that millennial financial customers approach money, along with an examination of three of this generation's most financially demanding sub demographics.