

India (Stone) Longpré

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Work History

2014 – Present *Executive Director, IndiaStoneCreative*

Content creator for digital marketing content, UX (user experience) content and content design for retailers, B2B, non profits and agencies.

My primary focus is on digital content writing in the form of website content, user experience touch points, email notifications, demand generation, lead funnels and in-app content.

Provides managed services for digital content marketing and UX projects entailing key facets of the client's marketing mix, including user experience, content marketing, direct marketing, email marketing, search optimization and other internal and external touch points. Positive results on KPI's including increased search traffic, increased subscriptions, improved email engagement and more. Proven ability to improve total customer experience. Consults on Content Management Systems (CMS), Customer Relationship Management (CRM) systems, subscription/membership management and database management systems, marketing campaign creative and planning, digital technology accessibility standards (WCAG 2.0, AODA), user experience and search content in the form of written content and voice search.

2015 – Present *Director of Digital Communications & Membership, Honey Harbour Association*

Works to improve member communications and internal processes related to member relationship management (CRM system). Doubled email list size in two years. Increased total unique visitors by 50% in one year. Reduced annual postage costs by influencing members to engage in online membership renewal. As a member of the Board of Directors and evangelist for transformative technologies, I seek out new technology solutions that will improve member experience and the Board's ability to streamline the administrative resources required to operate the association. Leads marketing programs designed to support membership retention and new member acquisition. Manages association website, email marketing programs and membership database. Trains Board Members on new digital marketing and CRM technologies to empower each member of the organization to get involved with emergent communication technologies.

2016 – 2017 *Senior Content Manager, Roadpost Inc.*

Wrote and managed marketing and e-commerce content to support the company's five websites and B2B sales organization. Worked with web designers, product managers and marketing managers to create sales content, email marketing content, SEO/SEM content, UX content

(user portals, in-app content, UX notifications), print content, blogs, lead generation landing page content and internal communications. Created marketing automation that increased new user conversion and subscriber retention.

2013-2014 *Senior Content Manager. LeanKit Inc.*

Wrote and managed B2B marketing content for effective lead generation, customer success and process improvement. Identified content needs and formed strategies using a variety of tactics while working closely with developers, designers, content writers, social media managers and key stakeholders. Wrote website content, app store content and print marketing content while working with the Product Management team to identify opportunities and set priorities. Assisted with marketing automation setup and messaging using Marketo to improve user experience and to enable the customer success team to provide excellent customer service.

2007-2012 *Digital Content Manager. Tractor Supply Company (TSCO, +\$4 Billion)*

Wrote and managed digital content for marketing, UX (user experience) and other customer-facing touch points as well as internal communications related to digital marketing operations. Responsible for all aspects of digital marketing production including overseeing and approving creative production (writing and graphic design), all facets of the email marketing program and digital marketing campaign performance.

Improved many multi-channel marketing programs, including those revolving around both web and print:

- Increased search content by 800% within three years
- Doubled email list size in 18 months
- Increased SEO traffic by 60% in one year

Launched the company's first social media marketing program and user-generated content (ratings and reviews) and managed all internal communications and collateral. Actively managed all e-commerce content production, marketing content creation, website marketing promotions, special online events, knowledge library and website analytics related to content effectiveness.

Additional Skills

- Digital Content Writing and Editing
- User Experience (UX) Content and Design
- Search Engine Optimization (written and voice)
- Digital Project Development & Management
- Digital Operations Management
- Proactive Leadership/Team Development
- Enterprise CMS/CRM/ESP's (Content Management Systems, Customer Relationship Management, Email Service Providers including MailChimp, ExactTarget)

- Level II HTML Certified
- Dreamweaver
- Photoshop
- Microsoft Office Suite

Education & Accomplishments

- Graduated with a Bachelor of Science in Mass Communication
- Staff writer for *Sidelines*, the campus newspaper
- Winner, Christopher Nathan Bell Scholarship (essay writing contest)

References and Testimonials

Reference 1

Chad Seay, Owner, Seay Interactive | (931) 216-6870

“It was a pleasure to work with India... She is a dedicated, honest and hardworking Marketing professional. Her creativity and problem solving skills were invaluable. She is multi-talented and open-minded. I could always count on India to handle whatever project came her way.”

Reference 2

Susan Ross, Director of IT Projects, TSC Stores & Peavey Industries | (519) 777-3040

Reference 3

Julia Fesenko, Marketing Manager, Roadpost Inc. | (905) 399-3807

Testimonials

“India ... does an excellent job in managing the majority of the site content and marketing programs. She works well independently, thinks strategically and drives for success in all that she does. She is a well-respected member of the team and continues to push towards improving results and the overall online user experience.”

- Steve Braun, Managing Partner, Merevan LLC

“I have found India to be hard-working, committed, a true team player, punctual and easy going, enthusiastic and reliable. She was dedicated to her work and ... she would be a valuable asset to any organization. As a result of her work, we were always able to deliver great results and more revenue for the company. I would highly recommend India ...”

- Alex Pritsker, Manager of Online Marketing, Metropolitan Museum of Art

“I have found India to be a very web-savvy and intelligent marketing professional. She's very detail oriented and is very open to considering new ideas... but will always push back when the approach is not appropriate for her company's own strategic direction. I would highly recommend India.”

Carl Persson, Client Partner, Unilog Content Solutions