

# Jessica McLaughlin

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## OBJECTIVE

To continue my career in **digital media**.

## HIGHLIGHTS OF QUALIFICATIONS

- Strong background in website content and website project management background
- Strong experience developing and growing online communities and membership initiatives
- Knowledgeable in writing, reporting, editing, researching, brainstorming and developing story ideas
- Highly organized and detail oriented
- Self-motivated and independent and able to work well in high-pressure situation
- Abundant experience with community-based websites
- Ability to communicate in English and French

## WORK HISTORY



**Canwest, Toronto, ON**

**Manager, Community – Foodtv.ca & HGTV.ca**

**2008-Present**

- Develop and communicate comprehensive community strategies for the websites in the portfolio
- Identify influencers and trends within the website communities and come up with creative ideas around these trends
- Grow relationships with the influencers in the online communities and know what effect their influence has on other members
- Engage and stimulate users to actively participate in the community
- Create programs (giveaways, challenges, etc.) to get users participating in the community
- Make editorial selections from user generated content
- Recruit and foster bloggers and user generated content
- Generate ideas for new and improved community features
- Aggregate factual and anecdotal community feedback and disseminate to appropriate stakeholders
- Work in conjunction with departmental resources (Creative & Production, Product & Business Development, and Operations) to ensure deliverables are accomplished within prescribed time frame and parameters
- Explore new methods of converging online and TV content to create seamless experience for our audience
- Continuously keep ahead of social media trends in the media and entertainment industries

**Canwest, Toronto, ON**

**Manager, Foodtv.ca**

**2007-2008**

- Responsible for leading the strategic growth of Foodtv.ca and provide the direction on the development of site content
- Develop business plan for website based on overall objectives and targets.
- Work closely with internal partners, such as sales and marketing, to leverage support and provide expertise where the website is concerned
- Work closely with product development and operations teams to ensure product, user and market insights influence website strategy and execution of best online practices
- Responsible for growing traffic in both quality and quantity
- Responsible for growth of sellable inventory, monetizable content and other potential online revenue-generating initiatives, working closely with product development
- Development of site features with original online content and increased site functionality
- Develop original content ideas supporting growth and development of site and user experience
- Manage original content budget

- Manage freelance writers
- Ensure quality site operations and overall content accuracy
- Identify and establish new site initiatives
- Work with internal stakeholders to leverage overall brand and content strategies
- Work with the site and newsletter harmonize and respective results/objectives are augmented between the two



**Alliance Atlantis, Toronto, ON**  
**Website Producer, Foodtv.ca**  
**2006-2007**

- Identify and develop content initiatives with site Manager
- Coordinate site development and supporting elements (in-house ads, newsletters, etc.) on an ongoing basis, ensuring that initiatives are delivered on time
- Ensure projects are accurately scoped and resourced
- Develop project briefs for all site initiatives
- Develop copy for microsite projects and campaigns
- Manage freelance writers
- Work closely with design team to evolve creative concepts for initiatives
- Produce and maintain textual, graphical, audio / video / multimedia elements
- Liaise with web designers and IT to deliver site elements
- Proactively identify project / deliverable challenges and moving deadlines to Manager
- Incorporate programming-related content through internal data management system on a weekly basis
- Attend monthly brand meetings and provide relevant department updates to brand team
- Flag new programming / marketing initiatives to Manager



**A51 Integrated, Toronto, ON**  
**Content Producer, FalconBeach.ca**  
**2006**

- Write, develop, plan, edit content for site and email newsletters
- Oversee site updates
- Site organization (style guides, meta/title tags, etc.)
- Manage forums and grow community



**Corus Entertainment, Toronto, ON**  
**Content Manager, YTV.com**  
**2004-2006**

- Write, develop, plan, edit content for site and email newsletters
- Manage videogame review site (edit, manage freelance writers, manage updates, liaise with PR contacts, etc.)
- Site organization (style guides, meta / title tags, search engine optimization, etc.)
- Streamline processes (email and customer service procedures, updating procedures, forum moderation, etc.)
- Help develop new content ideas for the site: new site verticals, game concepts, etc.
- Manage, moderate and organize guest chats
- Manage, moderate and maintain message board forums
- Manage, train and schedule part-time / full-time staff (moderators and website coordinators)

**Corus Entertainment, Toronto, ON**  
**Community and Content Coordinator, YTV.com, Yabber.net**  
**2001-2004**

- Update, write, develop content for Yabber.net and YTV.com in several subject areas, including (but not limited to): videogames, sports, movies, television, world issues and literature
- Update sites, web images and promotional event pages
- Moderate and organize regularly scheduled and moderate chats and guest chats
- Moderate and maintain message board forums
- Answer all membership and site inquiries through email and telephone
- Manage, train, schedule part-time moderation staff, as well as organize and administer staff meetings

**Corus Entertainment, Cambridge, ON**  
**News Reporter, The Zone @ 92-9**  
**1999-2001**

- Write, research and read hourly news report
- Monitor other local radio and television newscasts
- Work with law enforcement to obtain latest, late-breaking news

## **EDUCATION**

**Conestoga College**, Kitchener, ON  
Broadcasting, Radio and Television Diploma  
1999-2001

**NBCC Woodstock**, Woodstock, NB  
Communication Arts, Journalism Diploma  
1997-1999

## **COURSES/TRAINING**

**Centennial College**, Toronto, ON  
Project Management, Continuing Education  
2005

**Humber College**, Toronto, ON  
Freelance Announcing I & II  
2002-2003

## **VOLUNTEERING**

**Boys & Girls Clubs of Toronto**, Toronto, ON  
Marketing Board Member  
2005-2008

**Girl Guides of Canada**, Toronto, ON  
Guide Leader  
2003-Present