

Duncan Morrison

Content strategist & creative communicator

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EXPERIENCE

Limelight Software, Toronto — *Content Strategist*

September 2021 - November 2022

- Spearheaded content strategy and creation
- Owned company blog (CFO Central) and improved SEO rankings, readability, and quality
- Coordinated guest posts and brand awareness campaigns
- Organized email campaigns with open rates of 35%
- Collaborated with marketing department in website revamp, contributing all website copy

EDUCATION

University of Toronto, Toronto — *B.A., History*

September 2015 - November 2019

- Undertook courses in economic history, economics and Portuguese
- Participated in the History Students' Association
- Served as an Executive Editor of the Trinity Review

EXTRACURRICULARS

Trinity Review — *Executive Editor*

- Oversaw content selection and revision
- Created promotional materials
- Collaborated with small-market press on publishing and distribution
- Managed budget and oversight of expenses
- Planned and coordinated major events

SKILLS

- SEO
- Content writing
- Content strategy
- Communication
- Research

LANGUAGES

- English (native proficiency)
- French (C1)
- Portuguese (B2)