



PAULA GIGNAC

Remote Writer, Copywriter, Content Creator, Digital Marketer, Educator, Researcher + Analyst
ReadyToJump.com

DETAILS

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SKILLS

Remote Writing
Copywriting
Content Creation
Digital Marketing
Education
Research + Analysis



PROFILE

High-performing media and marketing professional with 20+ years of experience helping clients achieve objectives across an ever-changing media landscape. A passionate student of both traditional and digital media, with deep expertise in creating content for all stages of the consumer product journey.

EMPLOYMENT HISTORY



CEO, Consultant at Ready To Jump (ReadyToJump.com)

January 2014 — Present

Currently provide copywriting, content creation, consulting and education for various clients.

Highlights/Results:

- For adidas.com and Reebok.com, write engaging B2B and B2C e-commerce product copy. Business units include running, fitness + training, hockey, fanwear, core, classics and more.
- For adidas.com, write and edit Ai-generated product copy.
- For adidas.com, write SEO content for landing pages, including short- (160 characters), medium- (200 -300 words) and long-format (500-600 words) content to drive conversions.
- For Search Engine People, write Blogs on current SEO marketing best practices.
- For WinkScrubs.com, wrote B2C copy for website. Required a deep understanding of the challenges faced by medical professionals and how clothing helps elevate performance.
- For Trader Corporation, developed first-ever, cross-country "Digital Savvy Sales" training, testing and 6-month webinar follow-up program to assist teams in their pivot from print to digital products. Course content was imported directly into sales decks used to educate and convert dealer clients. Resulted in skyrocketing digital sales, increased dealer satisfaction and continued leadership in an increasingly competitive digital car sales market.
- For Scotiabank, developed 2-year "Roadmap To Winning With Digital + Programmatic Marketing." Resulted in immediate hires and enterprise software purchases, plus, a reallocation of resources to build centres of digital excellence within the company.
- For small- and medium-sized clients in Mexico, provided content development, logo and website redesign that propelled all companies to sales leadership in their crowded and competitive markets.

EVP Global Learning + Development at CODE Global

November 2012 — December 2013

Developed and taught 2-day courses in Interactive Marketing + Online Advertising and Social Media Marketing in three tours across the Middle East, in order to drive awareness of the educational and consulting capabilities of start-up digital marketing firm, CODE Global.

Highlights/Results:

- In first tour in Kuwait, presented at sold-out sessions open to all marketers, which resulted in new courses being added for Qatar and Dubai. Also launched private, in-house sessions for various Fortune 500 clients in all three locations during additional tours.
- At all presentations, received top marks for content as well as break-out and practical exercises, with most marketers opting to take both sessions, or add their staff to sessions as they became available on new tours. As a result, exceeded client's annual goal for revenue from both courses and ensuing digital marketing consulting contracts.

Global Chief Marketing Officer (CMO) at The Exchange Lab

July 2013 — October 2013

Defined and lead development of the company's global marketing objectives, strategy, website relaunch, plus, set-up of all paid, owned and earned marketing systems and tracking tech.

Highlights/Results:

- With global plan set, worked with country marketing and sales managers to tailor marketing and content strategies to address specific reputational, educational and regulatory challenges in each location. Resulted in key personnel and company capabilities being featured at prestigious industry events and symposiums; a substantial increase in the number of new clients and ad spend; and an overall doubling of company revenue within a year of plan implementation.
- Acted as a global evangelist and strategic consultant to clients and agencies regarding the benefits of programmatic marketing overall, and with respect to The Exchange Lab's industry-leading programmatic expertise in particular. Within one year of implementation of initial educational and evangelism tour, The Exchange Lab began discussions with and was eventually bought by GroupM.

President at IAB Canada

2004 — 2012

Directed all business for IAB Canada under research, education, standards, advocacy and networking pillars, and exceeded annual board- and member-directed KPIs for entire 8-year tenure with the organization.

Highlights/Results:

- Developed and oversaw the organization's PR, social media and inbound marketing strategy, resulting in a quadrupling of members, continuous year-over-year increases in member satisfaction scores and unprecedented revenue growth for the organization.
- Developed and launched first-of-their-kind digital marketing courses, research studies and networking events within an educational strategy designed to supply media companies, ad agencies and advertisers with the key content and consumer insights needed to rationalize the movement of ad dollars from traditional media into digital. Personally created content for and taught digital marketing to over 2,000 industry professionals at mostly sold-out public venues, and later tailored content for a variety of advertisers with custom, in-house, educational sessions. As a result, directly contributed to growing Canadian online ad revenue from just \$170 million in 2004, to \$3 billion in 2012.

Vice President, Women's Group Websites at Rogers Consumer Publishing and Digital Media Group

1996 — 2003

Directed all of the business of the Rogers' Women's Group (RWG) Websites, including Chatelaine.com, Flare.com, TodaysParent.com and Chatelaine.qc.ca.

Highlights/Results:

- Grew Chatelaine.com from a single person to a 21-member team, and into a flagship website for the Rogers organization.
- Developed award-winning, integrated and digital marketing programs and microsites for clients including AirMiles, GlaxoSmithKline, Ford, Parmalat, Procter + Gamble, Hershey and more.
- Launched a variety of industry firsts for Rogers Women's Group including:
 - First Canadian viral email marketing programs for Procter+Gamble's Olay brand (1998), and Chatelaine.com's "Throw Like A Girl" database-building campaign (2001); and,
 - First Canadian video pre-roll ad execution for Robinhood All-Purpose Flour (2001).
- Brought editorial, sales, marketing, innovation and integration best practices from Chatelaine.com to Flare.com, TodaysParent.com and Chatelaine.qc.ca, and grew RWG into the undisputed online revenue leader in the women's vertical in Canada.

Writer, Editor at Onset, Flare, Fuse Magazines and Chatelaine.com

1994 — 1996

Highlights/Results:

- As Editor of Onset Magazine, developed annual editorial calendar, assigned and edited stories, selected freelance photographers and illustrators and worked with Art Director to create the look of key stories.
- As Series Editor for Flare Magazine, assigned, wrote and edited stories for a special two-part "Wired Women" series that was published in concert with a Wired Women television production at The Discovery Channel in Canada. Also developed quiz which successfully built substantial TV subscription database for The Discovery Channel.
- As Web Manager for Chatelaine.com, curated monthly selection of articles from Chatelaine magazine and added interactive features including additional copy, quizzes, contests and video content, in order to deepen and extend each reader's experience with the Chatelaine brand. Wrote original content for various sections and tools on the website, including Chatelaine.com's recipe database, fitness video app, etc. Grew Chatelaine.com's audience to levels that surpassed both ivillage.com and Oprah Winfrey's Oxygen Network.
- As Writer for FUSE Magazine, wrote "Some Of These Are Not Like The Others" a review of the photography of Sally Mann, Jock Sturges and Robert Mapplethorpe. Published piece was selected for reprint and sale at Word On The Street: Toronto's Book & Magazine Festival.

HONOURS + AWARDS

- Canadian Marketing Hall Of Legends Inductee: Mentor Category (2012)
- Canadian Marketing Association (CMA) Awards: Gold (2002), Silver (2001)
- Rogers Excellence In Sales + Editorial Awards: (2001, 2000, 1999)
- Studio Magazine Annual Photography Awards: Silver (1988)
- Ryerson/Onnig Cavouk Memorial Scholarship For Film + Photography: Premiere Recipient of "Highest Standing Award" in Photography (1987)

EDUCATION

- BSc, Wildlife Biology Major, Art History Minor, University of Guelph
1979 — 1983
- Photography, Ryerson Polytechnical Institute, Toronto
1985 — 1988
- Diploma, Web Development + Design, Illustrator, Photoshop, Digital Animation, Digital Media Studios, Toronto
1995 — 1996
- CGI Programming 101, Bell Centre for Technology, Toronto
1998 — 1998