

Eric Leamen

Content Marketing Strategist

CONTACT

Phone: 647-389-7874

Email: hello@ericleamen.com

Portfolio: ericleamen.com

LinkedIn: linkedin.com/in/ericleamen

PROFESSIONAL SUMMARY

Content marketing strategist with 5+ years of experience in my current role driving organic growth, lead generation, and audience engagement in financial services. Proven track record of developing data-driven content strategies that deliver measurable results, including tripling engagement rates and growing audiences by 164%. Expertise in managing content programs, collaborating with agencies and writers, leveraging generative AI tools, and ensuring compliance in highly regulated environments.

CORE COMPETENCIES

- Content program management & strategy
- Agency, copywriter, designer, and developer management
- Data-driven content development
- Brand compliance in regulated industries
- Cross-functional collaboration
- Email marketing & newsletter Development
- Organic acquisition & lead generation
- Contest management & legal coordination
- SEO & GEO optimization
- Generative AI for content creation

PROFESSIONAL EXPERIENCE

Digital Content & Social Media Strategist

Ontario Teachers' Pension Plan | Toronto, ON | Mar. 2023 – Present

- Manage end-to-end content programs for B2B audiences in financial services, including strategy, production, agency briefing, and cross-functional collaboration
- Conduct daily reputation monitoring using Meltwater, alerting stakeholders up to C-suite of reputational issues including activist activity, protests, and climate criticisms
- Grew LinkedIn followers from 56K to 148K (164% growth) and tripled engagement rate from 2.86% to 9.72%
- Published 500+ pieces of strategic content across formats (carousels, video, articles) tailored to customer segments throughout the customer journey
- Pioneered carousel format for complex financial topics, establishing differentiated brand presence among pension peers
- Developed SEO-informed content based on audience research, market trends, and platform analytics to drive organic traffic
- Leveraged generative AI tools (ChatGPT, Microsoft Copilot) to optimize content creation, copywriting and scale personalized messaging
- Led implementation of Employee Advocacy program (Hootsuite Amplify), delivering 67% increase in organic reach
- Ensured compliance with brand guidelines and regulatory requirements; produced performance reports for C-suite stakeholders

PROFESSIONAL EXPERIENCE (CONT'D)

Digital Content & Social Media Specialist

Ontario Teachers' Pension Plan | Toronto, ON | Sep. 2021 – Mar. 2023

- Managed day-to-day content strategy, development, publishing, and performance reporting for B2B organic social channels
- Achieved 140% YoY engagement increase and 29% reach increase through data-driven content strategy
- Surpassed annual follower growth target by Q3 2022, achieving 38% YoY growth
- Maintained quarterly content calendar in collaboration with Communications, Thought Leadership, Recruitment, and DEI teams
- Led trafficking of paid media creative assets to agency partner for LinkedIn and programmatic campaigns
- Managed onboarding and training for employee advocacy program focused on recruitment initiatives

Digital Producer

Ontario Teachers' Pension Plan | Toronto, ON | Aug. 2019 – Sep. 2021

- Managed web content updates for OTPP.com and internal intranet using content management systems
- Formatted, tested, and published web content provided by internal departments
- Assisted in development and launch of new websites and digital media projects
- Designed digital assets conforming to brand guidelines for social media, internal communications, and office signage
- Ensured AODA AA accessibility compliance for web content and PDF documents

Product Owner, Content Services

WildBrain [formerly DHX Media] | Toronto, ON | Aug. 2016 – Aug. 2019

- Led enterprise-wide migration to Box cloud content management system across global offices (600+ users)
- Managed vendor relationships including contract negotiations, budget proposals, and invoicing for SaaS tools
- Defined product rollout strategy, change management plans, and training documentation to ensure smooth adoption
- Led business requirements gathering, vendor evaluation, and RFP/RFI processes
- Served as primary administrator for other enterprise tools including Dropbox, JIRA, Confluence, Smartsheet
- Presented project updates to executive teams and participated in strategic planning

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PROFESSIONAL EXPERIENCE (CONT'D)

Content Coordinator, Interactive

WildBrain (formerly DHX Media) | Toronto, ON | May. 2013 – Aug. 2016

- Managed day-to-day content for family.ca, CHRGD.ca, and F2N.ca (previously disneyxd.ca) in highly regulated kids' TV environment
- Web producer overseeing design and development of caillou.com redesign (English and French)
- Developed and wrote email newsletters for Family Channel's subscriber base (70K+ subscribers) using MailChimp
- Managed digital implementation of contest programs including legal coordination on terms and conditions, prize fulfillment, and regulatory compliance
- Led digital projects for Marketing, Programming, and Sales initiatives including yearly Big Ticket Summer Concert
- Created web content, promotional graphics, and kid-friendly copy across multiple formats
- Managed video content through Brightcove and Amazon S3 platforms

EDUCATION

Bachelor of Applied Arts, Digital Communications & Diploma, Media Communications

University of Guelph-Humber | Toronto, ON | 2010 – 2014

- Relevant Coursework: Web Design, Journalism & PR, Visual Communications, Media Writing, Mass Communications

TECHNICAL SKILLS

- **Content & Marketing Tools:** Hootsuite Enterprise, Hootsuite Amplify, Statusbrew, LinkedIn (organic & paid), Meltwater, Brandwatch, MailChimp, Glassdoor
- **Email Marketing:** MailChimp, newsletter development and copywriting, subscriber engagement campaigns
- **Analytics & SEO:** Google Analytics, Adobe Analytics, SEO best practices, keyword research, search optimization
- **Design & Creative:** Adobe Photoshop, Illustrator, InDesign, Canva, Brightcove, video editing
- **Content and Project Management:** Adobe Experience Manager, WordPress, JIRA, Confluence, Box, Smartsheet
- **AI & Productivity:** ChatGPT, Microsoft Copilot, generative AI for content creation and optimization
- **Web Technologies:** HTML5, CSS