

CHRISTINA PASSMORE

MARKETING & CONTENT STRATEGIST *Demand Gen, SEO & Conversion Strategy*

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PROFESSIONAL SUMMARY

Senior Marketing and Content Strategist with a track record of search-led, conversion-focused strategy across B2B, e-commerce, and SaaS. Builds content systems that turn buyer intent into measurable acquisition and conversion. Targeting senior content and marketing strategy roles where search-led demand generation and buyer journey ownership drive pipeline.

SKILLS

Marketing & Content Strategy | SEO & AEO | Demand Generation | Conversion Rate Optimization (CRO) | Website & Landing Page Copy | Paid Media (Meta, Google, Amazon) | Email & Lifecycle Marketing | Social Media Strategy | Marketing Analytics & Reporting | AI-Assisted Marketing Systems | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

HYPELOCAL | REMOTE

2026

Content Strategist

KEY ACHIEVEMENTS

- Owned content strategy across 14 concurrent client accounts, setting direction, standards, and workflows delivered in partnership with SEO, design, and paid media
- Built an end-to-end buyer seminar campaign for a real estate client, covering landing page, pitch deck, one-pager, leave-behind, Facebook ads and creative, video scripts, and messaging
- Owned the full content function for an estate planning firm, spanning social, blogs, lifecycle email, newsletters, and website copy in a technical, high-trust field
- Rebuilt the social presence for five clients across dentistry, roofing, mountain living, IT, and wealth management, resetting positioning, content pillars, and creative direction into full-funnel programs
- Grew traffic to a real estate client's website and blog by 5.6K through integrated SEO and content strategy

RESPONSIBILITIES

- Led monthly strategy sessions for key accounts, translating business objectives into content and channel direction and securing client buy-in
- Directed integrated programs across paid media, SEO, email, social, and web, including full-funnel website copy for media agencies, home services, healthcare, and mortgage brokers
- Drove cross-functional execution across SEO, design, content, and leadership, owning scope, timelines, and delivery
- Built AI-assisted research and content workflows adopted across client work

CHRISTINA INK | CALGARY, AB

2019 - Present

Marketing Consultant

KEY ACHIEVEMENTS

- Increased organic website traffic 32% for Marketplace Nerd through a full copywriting overhaul from scratch
- Drove a 10% sales increase and \$5,000 in revenue within 30 days for Little Jupiter
- Positioned Inspired Play's game Just Go Boom to #1 New Release through SEO and copywriting optimization
- Grew Christina Ink's blog to 149K+ search impressions and 500+ organic clicks through SEO-driven content strategy
- Grew Riverbend's Instagram to 11.3K followers with zero paid spend and led Reddit reputation management across 4,687 brand mentions

RESPONSIBILITIES

- Provide embedded marketing execution for B2B, e-commerce, and SaaS clients across 16+ industries, owning content strategy, execution, and optimization across acquisition, consideration, and conversion

- Lead search-first content programs across SEO and AI-driven discovery (AEO), producing full-funnel websites, product pages, SEO blogs, comparison pages, and sales enablement assets that support evaluation and sales conversations
- Own Amazon and marketplace optimization, including product detail pages, listing architecture, keyword strategy, and A+ Content, and support paid social and search campaigns through ad copy and creative direction
- Own end-to-end social media programs across 16+ industries, from funnel-stage copywriting and design through account management and performance analytics in Loomly, Metricool, and Rella

BIG BRANDS | CALGARY, AB

2024 - 2025

Marketing Coordinator

KEY ACHIEVEMENTS

- Produced and distributed a 500-piece product print catalog to drive channel demand and support sales follow-up
- Built a full email drip campaign from scratch, including case study, FAQ, and before/after creative assets, using a structured lead-nurture sequence to convert prospects into sales
- Ran Canada-wide direct mail campaigns to national hotel chains including Holiday Inn and Best Western to capture additional market share in the hospitality industry

RESPONSIBILITIES

- Owned B2B marketing execution across retail, pharmacy, and specialty channels, aligning campaign messaging and sales enablement with account priorities
- Developed buyer-facing collateral including sell sheets, line sheets, pitch decks, and conversion-focused landing pages, used by sales in active deal cycles
- Owned multi-channel lead generation across email, direct mail, and landing pages to support inbound demand and partnership opportunities
- Managed lifecycle email marketing and social presence across LinkedIn, Instagram, and Facebook, and led cross-functional coordination across intake, scope, timelines, and delivery

BRUSHD BEAUTY | CALGARY, AB

2019 - 2022

Brand & Marketing Lead

KEY ACHIEVEMENTS

- Founded and scaled a Canadian e-commerce brand with a fully owned GTM strategy, reaching \$100K+ in revenue within 8 months

RESPONSIBILITIES

- Managed paid acquisition across Meta Ads, Google Ads, and Amazon PPC, including targeting, creative, and optimization
- Developed and tested product positioning, messaging, and creative using performance data and customer feedback
- Ran influencer marketing with creators like Celina Spooky Boo and Alicia McCarvell to drive Amazon and DTC traffic

WESTJET | CALGARY, AB

2008 - 2022

Flight Attendant

Accumulated 8,000+ flight hours in a safety-critical, Transport Canada regulated environment.

EDUCATION

Carleton University | Ottawa, ON

Psychology

PROFESSIONAL DEVELOPMENT

Claude Skills Certification | HubSpot Academy, Content Marketing Certification | Social Media Marketing Certification
| Google Analytics & Measurement, GA4 Fundamentals and Search Console Reporting