

# ADAM WINDMAN

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## SUMMARY

### Versatile tech marketer and content writer

with fast-paced startup and agency experience. 8-year content marketing background.

## EDUCATION

### Honours Bachelor of Arts in English

*University of Toronto, 2014*

## PROFICIENCIES

### Product Marketing Assets & Skills

Webinars, Pitch decks, Blogs, Newsletters, Case studies, Email marketing, Social media, Web and UX copy, Event copy and SEO

### Word Processors & CMS

Microsoft Office, Google Office Suite, Wordpress

### Marketing Tools

Google Analytics, Google's Campaign URL Builder, Bitly, Mailchimp, Sendgrid, Universe

### SEO Tools

Ahrefs, SEMRush, Yoast

### Graphic Design Tools

Canva, Gimp

### Collaboration Tools

Trello, Miro, Zeplin, Pastel

### Other Proficiencies

Adobe Indesign, Basic HTML, Basic Python

## EXPERIENCE

### Content Lead

*Learners* | Mar. 2020–Dec. 2021

I wore multiple hats at this edu-tech startup, including product packaging, content marketing, web and UX writing, SEO, social media management and team management. Highlights:

- Crafted brand positioning for events and our product: [Learners](#). (83K visits)
- Collaborated on the pitch deck used to acquire \$500,000 in pre-seed funding
- Wrote and collaborated on 5 conference websites including [uxrconference.com](http://uxrconference.com) (145K visits, 193 daily traffic)
- Ghost-wrote the [UX Research Salary Report 2021](#) (28K visits)

### Content Marketing Specialist

*Bibliocommons* | Dec. 2019–Mar. 2020

In this role I dove into content strategy and revitalized old content to support Sales and attract new leads through organic search traffic.

Highlights:

- Developed long-term content strategy based on 3-step buyer journey
- Interviewed customers & experts to improve our content's relevance and value
- Built and presented thought leadership content like [Best Practices for Seasonal Marketing](#)

### Content Writer

*Thinkdo* | Oct. 2015–Dec. 2019

Created marketing assets for clients in construction tech, retail, and non-profit. Highlights:

- Addressed client concerns and differentiated products with content like [Unified vs Stand-Alone Management Software](#)
- Updated content to match needs of current-day customers and for SEO