

ERIC JOHNSON

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PROFILE

I am a skilled copywriter, editor, and content strategist with over twenty years of experience creating and managing content across a variety of media, platforms, and industries.

With a broad-based background auditing, organizing, and creating content for a range of corporate and governmental organizations, my skills include content audits; user experience and persona development; information architecture, wireframing, and prototyping; and overall content strategy, development, and editorial direction.

I have been extensively involved in the development and design of over a hundred websites, including substantial participation in UI, UX, and IA development, as well as site coding and maintenance.

As a copywriter, I have extensive experience creating and editing compelling and persuasive copy. This includes websites, blogs, newsletters, social media, as well as case studies, white papers, ebooks, brochures, video scripts, presentations, support and training documents, and more.

As an editor, I have managed the production of numerous publications and blogs, ensuring the quality of content, maintaining brand and style standards, scheduling production, and managing and liaising with globally dispersed authors, analysts, contributors, and stakeholders.

SKILLS

- Managing large-scale content reorganization and production projects
- Developing, implementing, and tracking project plans
- Managing contributors and intensive content production cycles
- Liaising with stakeholders
- Developing content strategies
- Auditing content
- Determining user experience requirements
- Developing information architectures
- Creating clear, concise, and persuasive content
- Creating content for multiple platforms and devices
- Creating and managing help and support documentation
- Developing and managing social media accounts and SEO strategies
- Creating marketing collateral to support products and services
- Developing and maintaining brand guidelines and style guides
- Creating and managing content libraries

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RELEVANT EXPERIENCE

City of Vancouver

Content strategist and editor

For the city of Vancouver, I was brought in to assist with their goal of modernizing and improving the Human Resources section of their intranet.

Specific deliverables:

- Perform a site audit to identify content that was outdated, redundant, or otherwise unneeded and identify gaps where new content was required
- Develop a content model framework to guide new template development
- Provide an information architecture of the new site layout
- Assist in the creation of new pages and help populate the new site architecture
- Provide guidance on site nomenclature, navigation, and content layout
- Assist in developing a keyword database
- Proof content for grammar and tone

Simon Fraser University

Content strategist, copywriter, and developer

The university recently overhauled its online brand, creating a new look and feel and site structure. All faculties and departments were required to update their existing content to integrate into the new site design. I worked with the Procurement Services department to redo its subsite to meet the new requirements. The project included analyzing, auditing, and editing the existing content; writing new material; providing navigation and taxonomy advice; and helping to organize and illustrate how to effectively procure goods and services at SFU.

Specific deliverables:

- Perform a site audit to identify content that was outdated, redundant, or otherwise unneeded and identify gaps where new content was required
- Develop a content model framework to guide new template development
- Provide an information architecture for the new site layout
- Assist in the creation of new pages and help populate the new site architecture
- Provide guidance on site nomenclature and navigation
- Create new template pages using the university's CMS
- Develop and create new support materials and guides (as PDFs)
- Proof content for grammar and tone
- Create graphics as required

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Cirius Messaging

Content strategist and copywriter

For Cirius, my tasks were to analyze, refresh, and manage all existing company content, including the primary product interface for its email encryption app, all support and collateral material, and the company's SharePoint content directory (containing several thousand files).

Specific deliverables:

- Audit content to identify content that was outdated, redundant, or otherwise unneeded and identify gaps where new content was required
- Develop an editorial plan and development schedule
- Rewrite/restructure content to make the content user-focused, including marketing collateral for sales, website content, application interface copy, and help documentation
- Develop and maintain SEO strategies including keyword databases
- Redevelop outdated PDF documents and create new PDFs as required
- Reorganize and manage help site to reflect updated app functionality, features, benefits, and available options (versions for browsers, iOS, Android, PCs, etc.)
- Analyze, reorganize, and maintain SharePoint directory
- Develop and maintain a feature comparison matrix of primary competitors
- Simplify complex concepts into plain language appropriate to target audience
- Develop and maintain company style guide
- Create graphics as required for collateral and help documentation

Symantec

Managing editor

For five years, I was the editor of the *Internet Security Threat Report* (ISTR), an annual report published by Symantec that provides an annual overview and analysis of global threat activity on the internet. Each report cycle includes a main report (100+ pages); an executive summary (15-20 pages); a number of regional and industry-specific sub-reports (50+ pages each); 20+ topical datasheets; and numerous presentations used to support the report after publication.

Specific project deliverables:

- Schedule all aspects of project development from discovery to publication
- Review and edit all content to unify the disparately written sections into a cohesive voice and ensure all content met set requirements
- Develop and manage hundreds of pages of content for grammatical correctness, topical validity, persuasiveness, and tone for forty+ different reports from the submitted drafts of a dozen or more globally dispersed analysts
- Create supplemental graphics to support and visually present the data
- Work with project stakeholders (legal department, public relations, industry experts) to align reports with company PR and legal concerns
- Prepare (in Illustrator) and proof the reports for final publication

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Government of Ontario

Program manager, content strategist, and developer

With the Government of Ontario, I was a program manager tasked with rolling out a new site design and infrastructure program across ministries and agencies. I handled the redesign and rebuild of approximately fifty large and complex websites, many of which would often need to be entirely restructured for the rebuild. I contributed to the redesign, UX mapping, and IA strategies for many of the projects to help specific ministry teams align existing sites to the new brand and template.

Specific project deliverables:

- Manage the redesign and rebuild of fifty+ large and complex websites
- Develop and communicate Internet strategy to ministry teams
- Perform site audits to identify content that was outdated, redundant, or otherwise unneeded and identify gaps where new content was required
- Develop content model frameworks to guide new template development
- Provide an information architecture for each new site
- Code templates for delivery to ministries and agencies
- Provide guidance on site nomenclature and navigation
- Assist in the creation of new pages and help populate the new site

EDUCATION

Bachelor of Arts, English Language Studies, University of British Columbia

PORTFOLIO

A portfolio with samples of my work can be viewed at scroll.ca/ericjohnson.htm