



Lindsey K. McCaffrey

Writer | Editor | Strategist | Corporate Storyteller | Brand Journalist

20+ years of expertise in developing premium marketing-communications content and external/internal strategies for (and about) hundreds of B2B, government and large non-profit organizations across Canada, the US, and UK.

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WORK EXPERIENCE

Business Owner / Freelance Writer, Editor & Content Strategist

Lindsey McCaffrey Communications

2007 - Present

Achievements/Tasks

- Freelance content writing, copywriting, editing and strategic communications planning for hundreds of clients in Canada and US
- Subject matter including innovation, R&D, IT (SaaS, enterprise software, hardware, digital transformation, data and systems integration etc.), human resources (HR), business and economic development, defence and security, advocacy, public affairs and social issues, healthcare and medical services, education and training, public administration and policy, governmental programs, financial services, real estate, construction and trades
- Clients including Microsoft (US), Internet Society Foundation (international), Global Affairs Canada, Health Canada, Canadian Food Inspection Agency, Public Services and Procurement Canada, National Research Council Canada, Canadian Blood Services, Canadian Medical Association, Royal Canadian Mint, and University of Ottawa Heart Institute Foundation
- Business website: www.lindseymccaffrey.com

Communications Advisor

General Dynamics Mission Systems-Canada

2021 - 12/2022

Achievements/Tasks (Note: FT 1-year contract ending mid-Dec 2022)

- Producing international content while collaborating across multiple companies, to execute strategic messages and build brand recognition in support of the company's marcomm goals
- Developing & consistently refining Canadian and UK social media strategies
- Creating and publishing compelling content, images and video across multiple channels including corporate websites, social media, and intranet
- Using scheduling, monitoring and evaluation tools to inform continuous improvement against set targets across all activities
- Identifying promotional opportunities for a busy editorial calendar
- Shooting still imagery & video for external & internal channels

WRITING & EDITING EXPERTISE

Digital & Web Content

Case Studies

Success Stories

Articles

Blogs

Ebooks

Guides

Industry Reports

Annual Reports

White Papers

FAQs

Emails

News Releases

Speaking Notes

Bios/Profiles

Event Programs

Abstracts

Presentations

Social Media Posts

Data/Product Sheets

Video Scripts

TECHNICAL SKILLS

Collaboration Platforms

Monday, Slack, Skype, Zoom, Google Drive/Docs, Dropbox, SharePoint, MS Teams, Workplace

Website / Content Management

WordPress, SiteCore, Wix, ExpressionEngine

Email Marketing Automation

Constant Contact, MailChimp, HubSpot

Social Media

LinkedIn, Twitter, Facebook, YouTube, Medium, Reddit, Yammer, Hootsuite, Buffer

Other

MS Office 365 (Word, Outlook, Excel, PowerPoint), Pages, Canva, Keynote, HTML, Adobe Pro

WORK EXPERIENCE

Director of Communications & Chief Content Officer and Writer/Editor

EyeVero Marketing Communications Group

2020 - 2022

Achievements/Tasks (Note: originally a FT position, now PT/project-based)

- Strategic marketing-communications, lead writer and editor for IT clients based across Canada and the US
- Specializing in developing messaging and writing content for lead generation including web content, ebooks, guides, landing pages, data sheets, case studies, articles and blog posts

C-Suite / Executive Writer & Communications Strategist

Canadian Blood Services

2018 - 2019

Achievements/Tasks

- Provided Canada-wide marcomms advisory services to the CEO, C-suite executive & Board of Directors
- One of two corporate speechwriters for CEO, executive team and Board chair
- Brand Ambassador program management, promoting 70+ volunteer employees through individual intranet summaries/bios

Writer/Editor and Content Strategist

The CMO Club (International)

2017 - 2018

Achievements/Tasks

- Strategic digital content creation & editing for membership organization representing Chief Marketing Officers of the world's top brands
- Collaborating with senior marketing executives globally, Club members, designers, colleagues

Marketing Specialist / Spokesperson

Used.ca

2012 - 2013

Achievements/Tasks

- Coordinating logistics, setting up information booths and attending trade shows, student orientations, and philanthropic events
- Consistently building and managing social media outreach, stakeholder and media relations

Manager, Communications & Social Media

MD Physician Services

2010 - 2012

Achievements/Tasks

- Managing effective cross-departmental client/employee relations
- Advising executive leadership on communications issues and methods
- Developing and implementing outreach plans and writing communications materials and strategic social media posts

AWARDS & RECOGNITION

Gold Quill Award (2007)

International Association of Business Communicators

- Major international industry award for development of nation-wide content strategy for Canadian Blood Services

EDUCATION

Bachelor of Journalism

Carleton University

1995 - 1999

Ottawa, Ontario, Canada

KEY COMPETENCIES AND SKILLS

Planning & Strategy Development

Creating data-driven content and marketing-communications strategies to advance brands, increase awareness, build and maintain stakeholder relationships, and improve profits

Project Management

Managing multiple integrated marketing projects across various channels in high-demand environments, while coordinating deliverables and demands with colleagues and partners

Collaborating & Engagement

Working with and across various teams, divisions, departments and countries; and maintaining relationships with senior management, sales teams, subject matter experts, translators, graphic and web designers, vendors and other key stakeholders

Interviewing

Journalism-trained with ability to solicit sources and subject matter experts, ask the right questions, and pull compelling information from interviewees

Researching

Conducting extensive subject and competitor research across a wide variety of sources and tools, and researching keywords for SEO purposes

Presenting & Public Speaking

Presenting plans and recommendations to executives and colleagues, and giving presentations about content marketing to large groups of people

Coaching & Consulting

Providing expert advisory on writing, editing and content development to colleagues and C-suite executives who wish to improve their marketing-communication skill-sets

Event Planning & Management

Coordinating key aspects of events from securing dates and locations, to developing and distributing invitations, to creating event flows and programs, to running day-of-event logistics

WORK EXPERIENCE

Communications Specialist Canadian Council on Learning

2008 - 2010

Achievements/Tasks

- Writing about research related to Canadian education and lifelong learning, ensuring accuracy and consistency in academics' reporting
- Editing and project management of internal and external communications including reports and media relations materials
- Preparing and executing on Canada-wide external communications plans for each major report release / launch

Internal / External Communications Specialist Canadian Blood Services

2004 - 2008

Achievements/Tasks

- Coordinating logistics for multiple national gala events
- Strategic content development for intranet and external websites, with audiences including the public at large, patients, donors, would-be and lapsed donors, colleagues, and the greater medical and research communities
- Speechwriting for CEO, executive leadership and Board chair
- Communication support and key messaging development on policy decisions and government relations activities

Media/Public Relations Consultant High Road Communications

2002 - 2004

Achievements/Tasks

- Developing and implementing media campaigns & PR strategies for a wide range of IT firms
- Writing pitches, case studies, and submissions for speaking opportunities
- Setting up interviews & creating speaking notes for key spokespeople representing each client

Communications Consultant & Writer Hewitt Associates

2001 - 2002

Achievements/Tasks

- Providing communications advice & developing communications campaign collateral on behalf of senior HR professionals across multiple industries

ACCOLADES

Graham Sher, CEO, Canadian Blood Services

"The speech Lindsey wrote for our national gala event is among the best I can recall in recent years."

Kelly Hutchinson, Information Technology Association of Canada

"Her services are plug-and-play ... tell Lindsey what you need and she delivers!"

Lia Kiessling, Internet Society

"Lindsey truly gets it - from high-level thinking to execution. In the world of international non-profits, there is often little time for briefs, reviews, or any of the other multiple layers that content typically goes through. I can always count on Lindsey to deliver quality products in a way that makes my life easy."

Francoise Makada, University of Ottawa Heart Institute Foundation

"Storytelling comes naturally to Lindsey. The way she conveys emotions in a story, either long or short, sets her apart from most other writers."

Scott Acker, Cicada Creative

"Creative, professional, and with an ability to connect the audience to the message, Lindsey McCaffrey is an invaluable writer who understands the medium."