

# Stephanie Dodge

Digital Communications & Content Strategy

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I am a skilled UX generalist looking to master my craft in the areas of content planning and development, information architecture, and data-driven content strategy. I am excited about accessible language in technology and how content can deliver better user experiences in digital products. I want to bring a evidence-based, customer-first approach to digital products and communications.

## Work Experience

### Digital Communications Manager

June 2015 – Present

*Canadian Education Association*

I was responsible for leading user-centric design projects on a small, multidisciplinary team. I collaborated with C-level stakeholders to develop a new brand strategy, which was implemented through close collaboration with third-party vendors. I delivered content strategy and information architecture documents, led user research and persona creation for UX validation. I also managed the CEA's social media presence—including championing accessible language standards, which resulted in doubling the brand's engagement metrics.

### Solutions Support Specialist

2013 – 2015

*Devon Island Group*

I worked with multiple teams at Devon Island, managing stakeholders and producing UX deliverables like user flows and information architecture documents under tight deadlines. Bilingual content creation was critical to success for several projects. I also developed brand communication strategies and trained client staff to use content standards and workflows.

### Digital Communications Assistant

2013

*Women's College Hospital*

I was responsible for implementing UX design and content strategy for the hospital's social and web platforms. I audited and improved information architecture decisions for several web-based projects, improved messaging on social media channels, and evaluated 3rd-party design work as a stakeholder. I was also responsible for introducing metrics to the hospital's social media strategy, and drove increased social engagement with patients.

## Education

### Master of Digital Experience Innovation

2011 – 2012

*University of Waterloo*

I developed core skills as a multidisciplinary UX generalist. I learned team collaboration strategies, marketing and cultural analysis, and UX fundamentals through a design-thinking framework. Waterloo also facilitated partnerships with local tech companies to develop solutions for real-world problems.

### BA, Honours English Literature & Creative Writing, Minor Langue Française

2009 – 2011

*Concordia University - Montreal, Quebec*