RYAN PORTER

TORONTO, ONTARIO | RyanTPorter@gmail.com | ryanporterworld.com

PROFESSIONAL SUMMARY

- 20 years of experience as a journalist, editor and content designer
- Exceptional writing, editing and communication skills
- Experience with mobile-first digital content design
- Excellent knowledge of Adobe Creative Suite, G Suite and Microsoft Office

SKILLS

- Content design
- Copywriting
- Project management
- User flows
- WCAG
- UX writing
- Editing
- Translation management
- Figma
- SEO

WORK HISTORY

Content Designer – Scotiabank 10/2024 to present

- Writing and editing for Scotiabank.com
- Designing UX journeys
- Negotiating solutions to combine stakeholder objectives with digital best practices
- Incorporating WCAG accessibility guidelines and SEO best practices in all content

Content Editor – Capital One Canada 04/2023 to 10/2024

- Ensuring editorial accuracy and brand consistency across multiple platforms
- Creating content with a team of stakeholders, writers, designers and translators
- Leading a project through multiple levels of approvals
- Editing marketing assets including online ads, billboards and television banners

Content Designer – CIBC 07/2021 to 03/2023

- Writing, editing and using AEM to build client-facing editorial as per CIBC digital style
- Coordinating, negotiating and incorporating stakeholder objectives
- Collaborating with a team to optimize user flows and information architecture
- Incorporating WCAG accessibility guidelines in all content

Senior Editor – *Quill & Quire* 05/2018 to 07/2021

- Lead the editorial process for a monthly print magazine speaking to the Canadian publishing industry, including assigning and editing freelance stories
- Managed a small team of four editors and an art director

Entertainment Reporter – *Toronto Star* 09/2015 to 11/2016

- Pitched, researched and wrote entertainment stories
- Demonstrated versatility in writing styles on topics such as film, music, theatre, literature, pop culture and breaking news

Writer and Editor – Freelance 10/2012 to Present

- Developing and producing editorial content for outlets including the *Globe and Mail*, the Canadian Press, *Maclean's*, *Chatelaine*, *Today's Parent* and *Elle Canada*
- Writing branded content to meet the business and marketing objectives of clients including Shoppers Drug Mart, Bell Media, Cineplex, the Stratford Festival and Westjet

EDUCATION

Fundamentals of UX Writing 2024
Seneca Polytechnic

Bachelor of Journalism 2001- 2003
Toronto Metropolitan University

Bachelor of Arts: Honours English (Rhetoric and Professional Writing) 1997- 2001
University of Waterloo