

DEIDRE OLSEN

EDUCATION

HackerYou

Intro & Advanced Web Development

Completed December 2016

The University of California, Irvine

Certificate in Web Intelligence

Completed March 2016

The University of British Columbia

Bachelor of Arts in Political Science

Class of 2014

PROFESSIONAL SKILLS

- SCRUM/ Agile Frameworks
- Product Management
- Project Management
- Research
- Marketing
- Development
- CMS Management
- Copywriting
- Content Creation

TECHNICAL SKILLS

- Agile Tools - Jira, Podio & Trello
- CMS - Liger, Contentful, Drupal
- Adobe Target, Illustrator, Photoshop
- Intermediate HTML, CSS and JavaScript

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KEY EXPERIENCE

FREELANCE COPYWRITER & EDITOR

Self-Employed / September 2016 - Present

- Provides copywriting, copyediting, content creation and editorial services for start ups and agencies such as BUNZ, CoverWallet, Rokt Media and Revup Group.
- Has been published in major publications such as Brooklyn Magazine, Paste Magazine, Ms. Magazine and The Huffington Post.

PRODUCT OWNER (CONTRACT)

TELUS Digital / April 2017 - June 2017

- Managed a cross-functional team of designers, developers and analysts in a SCRUM Agile framework.
- Managed business asks for TELUS.com.
- Ensured TELUS.com was updated and maintained with the latest products, marketing content and pricing.
- Researched end to end customer journeys and articulated problems customer needed solved.
- Prepared and presented product demonstrations, product strategies and showcased the product results.

CUSTOMER SUCCESS ASSOCIATE (CONTRACT)

Vennage / October 2016 - January 2017

- Managed live chat, email, phone and customer onboarding in English and Spanish to meet weekly targets and reduce churn.
- Used CMS to write and manage support articles and web content.
- Worked with design and development teams to identify customer issues and find quick and thorough solutions.
- Managed various social media communities.

AIR AMBASSADOR

Independent Contractor for Airbnb / March 2016 - December 2016

- Developed a grassroots online marketing program to create awareness of the Airbnb platform and grow the Toronto host community.
- As the consistent top performer in the Air Ambassador pilot program, won several bonuses for lead generation and assisted 35 new hosts in joining the platform.

PROJECT MANAGER

Fish & Soda / January 2016 - October 2016

- Ensured projects were completed within given timelines and budget.
- Managed all email correspondence with clients.
- Created reports, proofread documents, conducted research and collected data.
- Used Wordpress to write and manage online content.
- Managed social media platforms including LinkedIn, Facebook, Twitter and Instagram.