

Jennifer Whyte
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640-860-6003
jwhytecreative.com

Key Skills

- Digital content strategist · Social media manager · Experienced writer and editor
- Expertise with kid brands and non-profit organizations

Employment History

Social Media and Community Manager, Earth Rangers

February 2010 – Present

I help manage an award winning children's website and support the communication needs of a community-focused organization. Using CMS tools and my knowledge of HTML, CSS and the Adobe Creative Suite, I create content that helps expand brand recognition and meet fundraising goals. Through digital advertising and community management, I drive traffic to key web properties and create an engaged membership experience.

Key Accomplishments

- Script writing and production management of a viral video series with over six million views on YouTube.
- Development of a dynamic children's blog that has high member engagement and posts with first page search ranks.
- Creating and implementing a social media strategy that has grown a large engaged community of followers.

Communications Coordinator, CharityHelp International

November 2014 – December 2014

I developed a communication strategy to help meet fundraising goals. To this position, I brought creative ideas to expand the reach of key messaging and keep donors connected with the organization's charitable work in developing countries.

Key Accomplishments

- Developed a communication strategy to support the launch of a new program.
- Conducted website assessments to improve information design.
- Wrote video scripts and press releases that increased brand awareness.

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Research Assistant, Simon Fraser University

December 2005 – September 2014

I wrote, edited and sourced reference material for books, literature reviews and grant applications on such topics as women's studies, mental health and immigration. Within this role, I worked independently and managed multiple projects under tight deadlines.

Child and Youth Care Worker, Gateway Society

June 2005 – February 2009

I provided support for special needs youth in a residential setting. As part of a dedicated team, I helped create a supportive environment for children that encouraged educational and life skill development.

Education

Bachelor of Arts: Wilfrid Laurier University, Anthropology
September 2002 – August 2006

Digital Media Certificate: Ontario College of Art and Design
February 2011 – February 2012

Grammar for Editors and Writers: George Brown College
April 2014 – September 2014

300-hour Yoga Teacher Certification: Breathe Yoga Studio
January 2015 – July 2015

Volunteer Experience

Digital Media Team Volunteer, Amnesty International Toronto
February 2013 – December 2013

Children and Social Media Presenter, TRCA Development Workshop
August 2012

Personal

I am an avid traveler with experience in Europe, Central America, Egypt, India and Nepal. I also enjoy running, practicing yoga and playing the piano.

Portfolio website at jwhytecreative.com