

Julia Warrender

82 Langford Ave. Toronto ON

julia@warrender.ca

(416) 304-1791

SUMMARY

Staff content designer with expertise in content design, UX writing, accessibility, and inclusive design. Improves complex product experiences through user-centered, data-informed content systems; trusted across product, design, engineering and analytics

CORE CONTENT DESIGN SKILLS

- Content Design & UX Writing
- Product Content Strategy
- Accessible & Inclusive Content
- End-to-End Journey Mapping
- Design Systems & Scalable Patterns
- Measurement & Optimization
- B2C and B2B Digital Experiences
- Web, App & Mobile Content

PROFESSIONAL EXPERIENCE

TELUS | July 2021 – Present

Senior Content Strategist, Apr 2024 – Present

- Partner with cross-functional teams to create and implement strategic, user-first content for consumer digital experiences
- Audit for the mobility portfolio to identify and address systemic gaps and opportunities across device journeys
- Advocate for accessibility, clarity, and content best practices in complex, high-traffic product environments
- Drove improvements to out-of-stock device handling, improving the experience for 300,000+ monthly visitors to telus.com

Senior Content Manager, July 2021 – April 2024

- Worked closely with product owners, designers and analytics specialists to improve content performance and operational efficiency
- Developed strategies that enhanced operational efficiency while maintaining a strategic, user-first approach
- Partnered with analytics and CMS developers to improve data accuracy while streamlining content management processes and increasing efficiency

Home Trust Company | May 2019 – July 2021

Lead Writer, Marketing Content

- Created clear, customer-focused content supporting acquisition and retention across B2B and B2C audiences
- Identified content opportunities through insights and performance metrics
- Adapted content for multiple channels including web, editorial, print, and social, maintaining brand voice and usability standards
- Authored and implemented brand writing guidelines, establishing tone, voice, and governance across teams to improve consistency and quality

Karmic | July 2017 – December 2018

Senior Content Writer

- Developed and implemented digital marketing strategies for a fintech start-up in the digital payments space
- Wrote landing pages, email campaigns, in-app UI content, and thought-leadership content for SaaS products
- Managed PPC and social ad campaigns to maximize conversions and ROI
- Positioned the company as an innovative leader in digital payments through compelling, multiple-award winning submissions

ADDITIONAL EXPERIENCE

Digital Content & Marketing Consultant – PROD Communications

- Delivered SEO-focused web content, thought leadership and end-to-end digital campaigns across financial services, technology and retail

Marketing & Communications Specialist – Zurich North America

- Led social media, executive communications and segmented B2B digital campaigns supporting marketing and sales

EDUCATION & PROFESSIONAL DEVELOPMENT

Queen's University – Bachelor of Arts

Major: Global Development;

Minor: Media Studies

Additional training

- Web Accessibility – edX
- UX Design – Google
- Analytics – Quantum Metric

University of Toronto

School of Continuing Studies

Certificate – Marketing Communications