2023

ANDREA * MARSTON

content writer | content designer | content strategist

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popgoesmedia.com/about



HI I'MANDREA

CONTENT SPECIALIST

I have been writing content and creating content strategies for some of Canada's biggest brands including TELUS, Intuit and BMO for over 17 years now. My passion for the user experience and conveying complicated content in a simple and impactful manner is evident in my robust and diverse portfolio. My work has proven to enhance brand experiences and improve business results. I would love to help you connect to your customers in a meaningful and effective way.





Andrea Marston Portfolio

FOLLOW THE LINKS

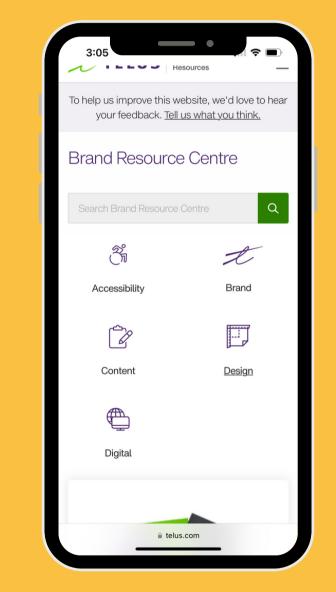
Click the links to see my work online.



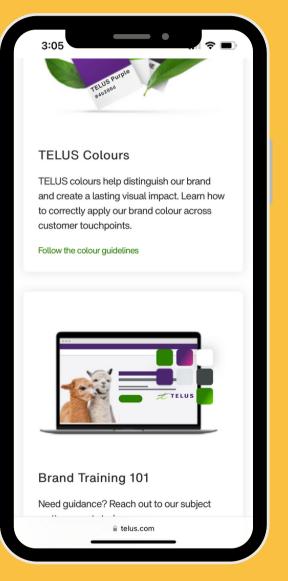


TELUS: BRAND RESOURCE CENTRE

I was the lead Content Manager on the TELUS Brand Resource Centre. A hub for all things involved with TELUS branding.







TURBOTAX: 25 & UNDER FILE FOR FREE CAMPAIGN LANDING PAGE

Collaborated with product designers to create an informative, empowering and empathetic user experience that aligned with marketing efforts and was powered by data.



FILE FOR FREE

25 or under? File your taxes for free.

Do your own taxes for free with TurboTax Online's easy step-by-step process. We've got your back this tax season.

File your taxes for \$0

See full offer details & eligibility



TURBOTAX: HOW IT WORKS PAGES

Worked with designers to show create a product descripton page to breakdown how TurboTax's tax software works. These pages performed 89% better than previous designs. HOW ASSIST & REVIEW WORKS

Taxes done right with real experts at vour side

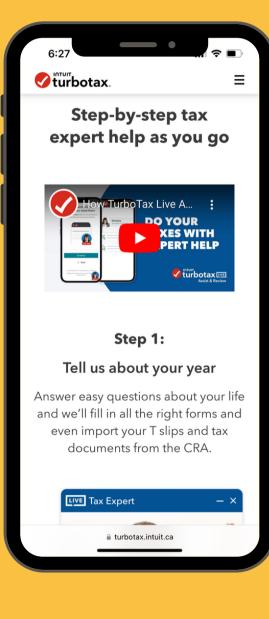
Learn how our tax experts can help you file your taxes every step of the way with TurboTax Assist & Review.

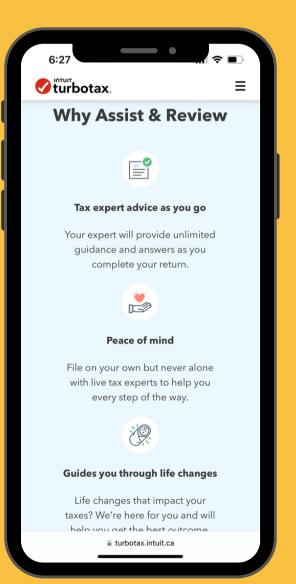
See products & pricing



Step-by-step tax turbotax.intuit.ca







GIRLBOSS: PODCAST BLOG

Summarized Girlboss podcast episodes featuring inspiring guests in blog format as an individual contributor and writer.





Home / Read / Nabela Noor's Business Journey: from Influencer...



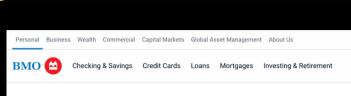
SUCCESS STORIES

Nabela Noor's Business Journey: from Influencer to Owning Multiple

agirlboss.com

BMO: FINANCIAL **PROGRESS HUB**

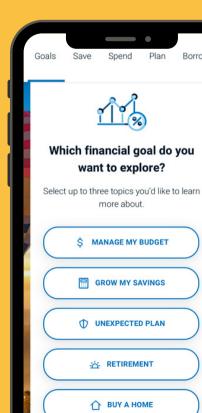
I worked with business stakeholders to come up with a content strategy for BMO's US Financial Progress Hub. I led a design jam and worked with a team of designers and developers to create the new experience on the American site. I wrote short form ux copy for the main pages of the hub as well as financial literacy long form articles driven by SEO.



Financial Progress Hub

Get advice and guidance related to your most important goals.

- Check out how Americans are thinking about their money and decide if you agree



- Nhether you want to get ahead or stay ahead, we want to help you make real financial progres
 - articles that can guide you toward achieving your financial goals
- Find tips and tools to help you with spending, saving, borrowing and planning
- n how BMO can help you manage your finances with secure digital banking







