

2023



# ANDREA MARSTON

**content writer | content designer | content strategist**

popgoesandrea@gmail.com

popgoesmedia.com/about

About Me



# HI! I'M ANDREA

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.



# **FOLLOW THE LINKS**



---

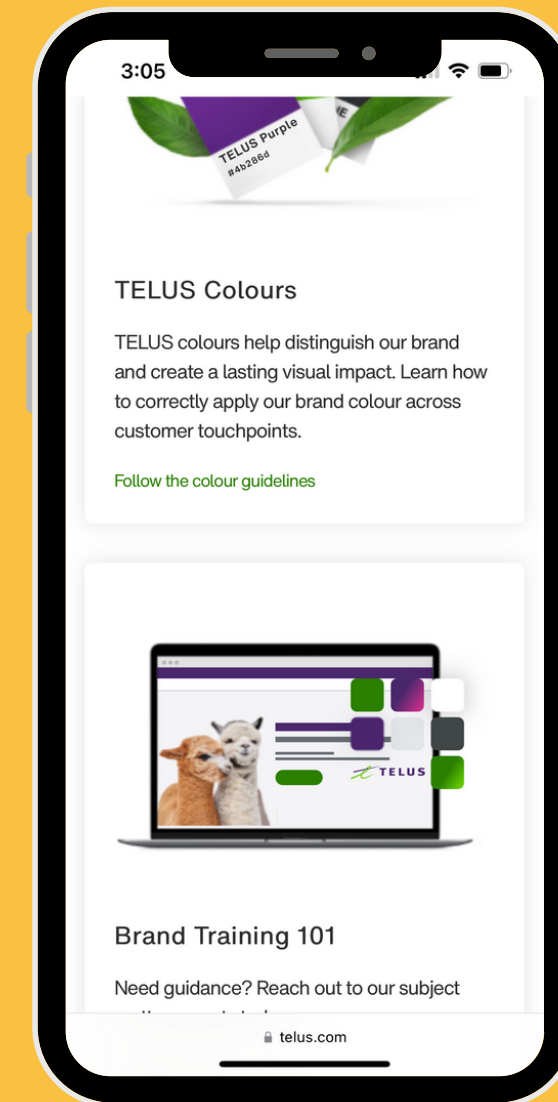
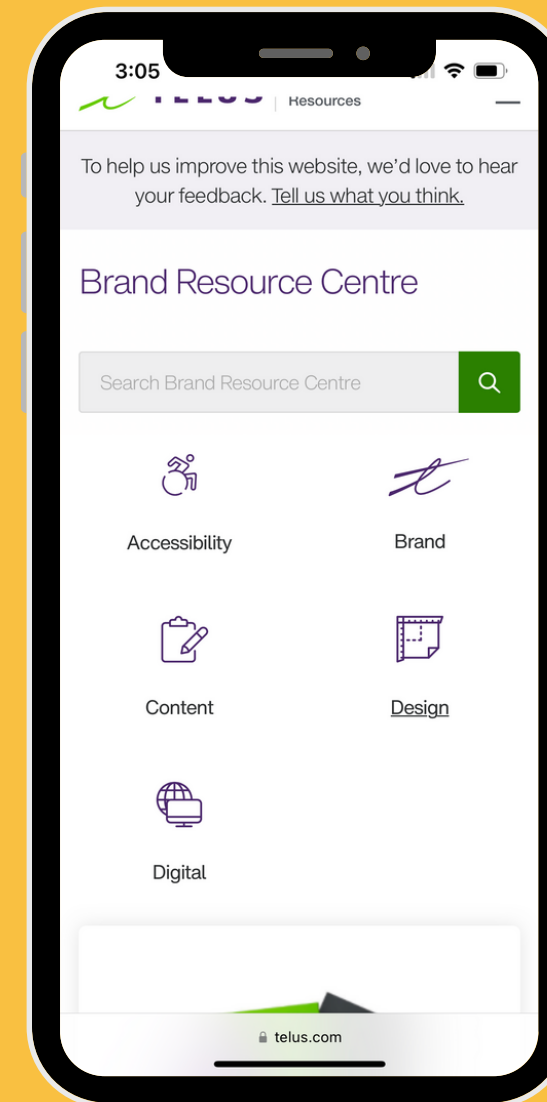
**Click the links to see my  
work online.**

**Andrea Marston**



# TELUS: BRAND RESOURCE CENTRE

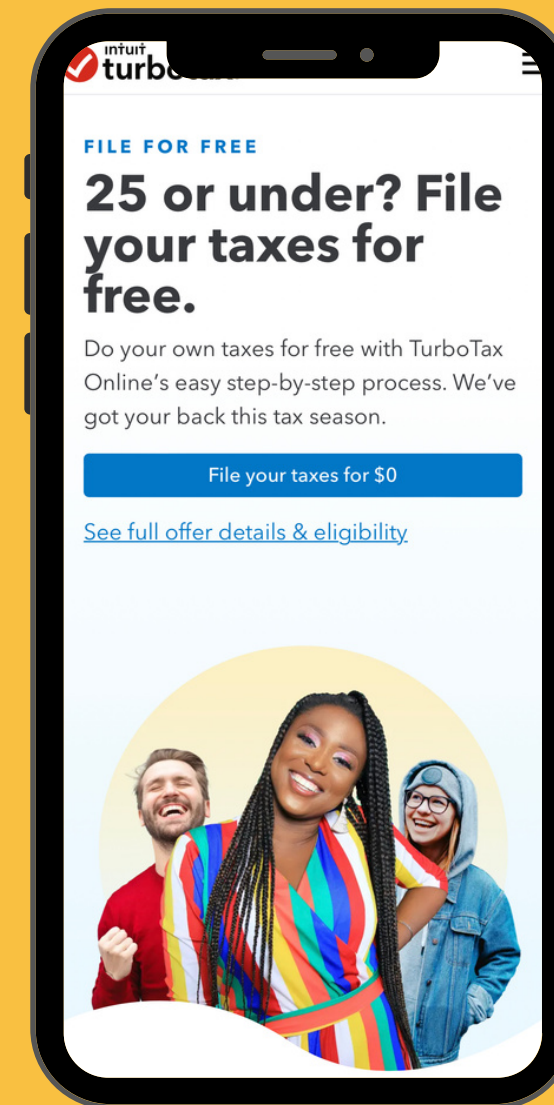
I was the lead Content Manager on the TELUS Brand Resource Centre. A hub for all things involved with TELUS branding.



**Andrea Marston**

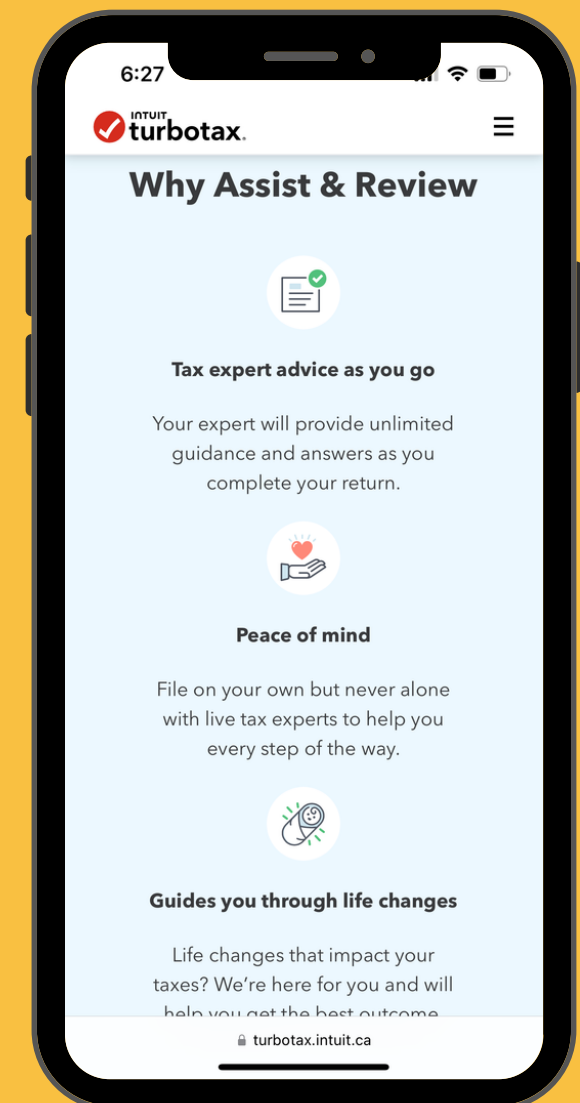
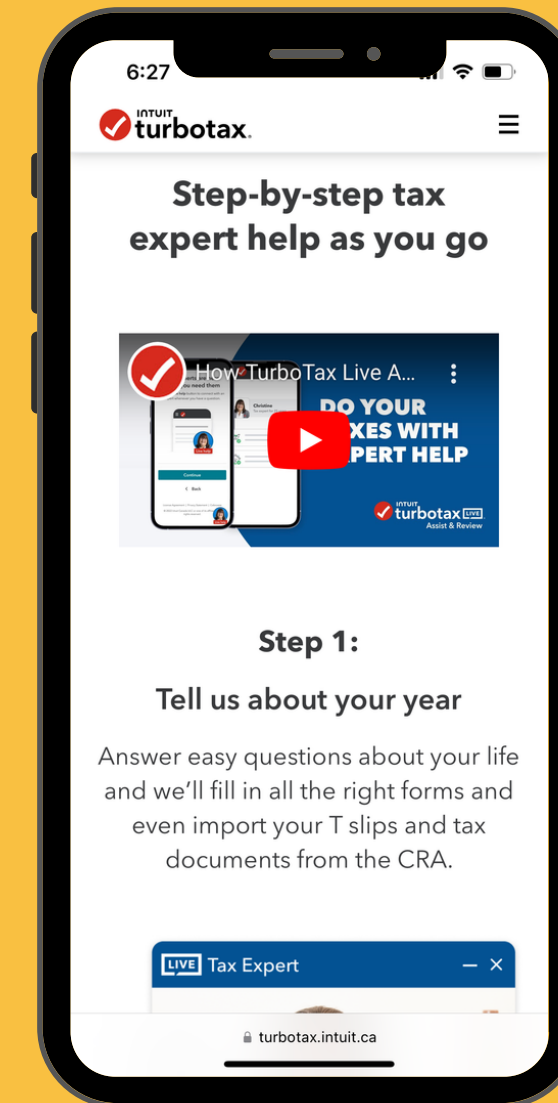
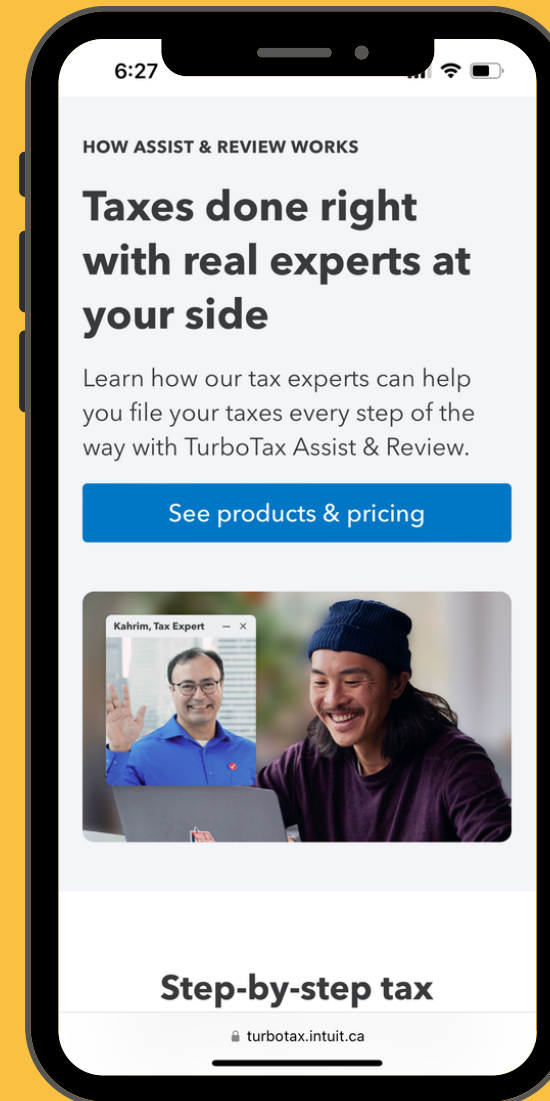
# TURBOTAX: 25 & UNDER FILE FOR FREE CAMPAIGN LANDING PAGE

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



# TURBOTAX: HOW IT WORKS PAGES

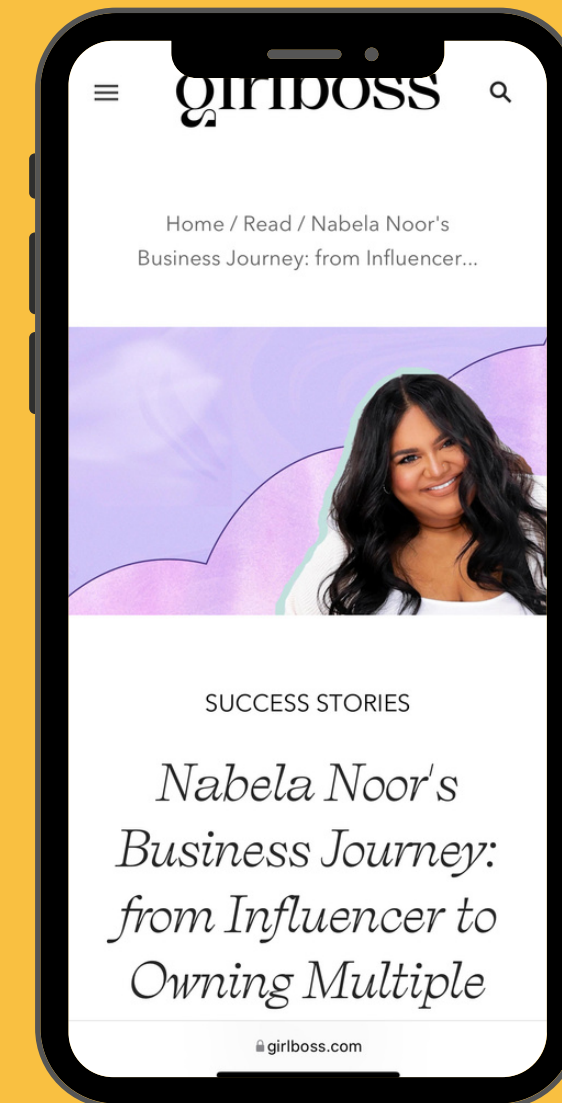
Worked with designers to show create a product description page to breakdown how TurboTax's tax software works. These pages performed 89% better than previous designs.



**Andrea Marston**

# GIRLBOSS: PODCAST BLOG

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



Andrea Marston

# 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.

