



MARIA GANGER



[MY LINKEDIN PROFILE](#)

EDUCATION

BACHELOR OF ARTS SIMON FRASER UNIVERSITY

- Major in English
- Minor in Publishing

GRADUATE CERTIFICATE WITH DISTINCTION HUMBER COLLEGE Creative Writing

SKILLS

- App and web design
 - Content standards and frameworks
 - Cross-functional collaboration
 - Information architecture and content strategy
 - UX design principles
 - Project leadership
 - Design tools (Figma, Miro)
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EXPERIENCE

SENIOR CONTENT DESIGNER, BREX OCTOBER 2023 - PRESENT

As a senior content designer, I've led and championed a variety of content design initiatives. Some of my accomplishments include revamping and consolidating the application flow, and implementing a net-new onboarding experience. I also recently led a team of product designers, brand designers, and product managers to define and implement a value-based comms framework for Brex that significantly reduced unnecessary emails to customers.

DIGITAL CONTENT ADVISOR, ICBC JULY 2023 – SEPTEMBER 2023 (CONTRACT)

As a digital content advisor, I developed content strategies and guidelines to improve user understanding of the claims process for injuries caused by auto accidents. I conducted extensive user research to identify content structures and terminology that would best support customers, and championed for and implemented more customer-friendly content.

CONTENT DESIGNER, META MARCH 2022 – JUNE 2023

As a content designer, I crafted content for Meta's responsibility and privacy team. I primarily worked with product designers and legal experts on the revamp of Activity Information from Ad Partners, a critical setting in Meta's ad data ecosystem. Through user-centric design, I brought clarity and humanity to users' privacy options while maintaining ad revenue across platforms like Facebook, Instagram, WhatsApp, and more.

LEAD CONTENT WRITER, AEQUILIBRIUM SOFTWARE MAY 2021 – MARCH 2022

As the lead content writer, I led all content projects for Aequilibrium. I wrote blogs, social media copy, landing pages, newsletters, case studies, and much more. Most notably, I also supported the business through a





AWARDS

SHEILA DELANY ESSAY AWARD IN EARLY ENGLISH

SIMON FRASER UNIVERSITY

Given annually to the most deserving essay by an undergraduate student on early literature (before 1450 CE).

3RD PLACE - DISTRICT 96 2021 SPEECH CONTEST TOASTMASTERS INTERNATIONAL

The final step before appearing on the Toastmasters world stage, the District 96 contest evaluates speakers from across most of BC and Yukon.

brand relaunch, developing an all-new brand voice, while leading and coaching an external content team.

FREELANCE CONTENT WRITER

SEPTEMBER 2019 – MARCH 2022

As a freelance content writer, I've written blog content, articles, announcements, and product reviews for multiple brands like Best Buy Canada, Vancity, and Dialpad. Beyond writing, some assignments also included image selection, linking strategy, and video production.

UX WRITER, BEST BUY CANADA

MARCH 2020 – MAY 2021

As a UX writer, I wrote and edited content and user interface copy for the eCommerce team, while also contributing to information architectures and content guidelines. I accomplished much in this role, including designing and writing content for the company's COVID-19 response and its surrounding experience. I also implemented standards for the sponsored ad program, leading to a significant increase in ad engagement.

CONTENT STRATEGIST, BEST BUY CANADA

AUGUST 2018 – MARCH 2020

As a content strategist, I conceptualized, edited, and arranged content for the eCommerce team. I developed strategies for educational and navigational content, and worked closely with designers to implement them. Notable accomplishments include designing the information architecture for Best Buy's cookware and bedroom furniture eCommerce categories.

COPY EDITOR, BEST BUY CANADA

JUNE 2017 – AUGUST 2018

As a copy editor, I proofread and edited a variety of materials for Best Buy's marketing team. Materials included promotional flyers, in-store signage, and our employee magazine to name a few. I also developed and defined new editorial standards, resulting in more consistency in our copy.

