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# STEPHANIE MCGRATH

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## OBJECTIVE

To nurture talented individuals, build teams and implement creative, data-influenced marketing and communication strategies for forward-thinking brands.

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## SKILLS

With an early background in digital journalism and content marketing, I have grown my skillset to include the ability to strategize and support the implementation of all aspects of digital marketing including Media, eMail, Social, Content,

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## EXPERIENCE

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### CHIEF STRATEGY OFFICER, VERB INTERACTIVE

December 2020 - Current

VERB Interactive is a 200+ Digital Marketing Agency focused on the Tourism and Hospitality Industry. Our clients are global, luxury cruise, resort, hotel, airline, ferry, and destination clients in the US, Canada, Europe, and Asia. In my current role I lead the Campaign, SEO, Analytics, Social, Paid Media, Content, and Copy side of VERB's digital marketing business. This involves establishing integrated marketing strategies for our clients, managing a large team of 50+ individuals, generating and retaining new business, and continuously educating our team and clients about new developments in the marketing space. As a member of the company's C-Suite, I am also responsible for ongoing efforts to improve team structure and processes.

### VICE PRESIDENT OF STRATEGY, VERB INTERACTIVE

July 2018 – December 2020

Responsible for helping to grow our teams to expand beyond Content Marketing and into Paid Media and Advertising Campaigns, as well as managing the team, restructuring groups, and generating new business.

### SR DIRECTOR OF CONTENT STRATEGY, VERB INTERACTIVE

March 2017 – July 2018

Tasked with growing the Content Strategy efforts to include areas of focus including influencer partnerships, social content campaigns, growing the team, forging new industry partnerships with the Content Marketing Association in London, and helping the team win industry awards including a Gold Quill and numerous Travel Weekly Magellan Awards, among others.

### DIRECTOR OF CONTENT STRATEGY

March 2015 – March 2017

Led the Content Marketing practice for NATIONAL, a Canada-wide PR firm. In this role I worked with clients in the public and private sector to develop content marketing plans to help drive their goals.

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Advertising/Campaigns, SEO and Analytics. I also excel at team building and change management and new business development.

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#### MARKETING AWARDS

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Gold Quill award of Merit  
20+ HSMAI Adrian Travel and Hospitality Awards  
4 Travel Weekly Magellan Awards

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#### PROFESSIONAL AWARDS & RECOGNITION

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Innovation Award, NATIONAL Public Relations  
University of King's College Order of the Ancient Commoner Alumni Award  
Communication and Impact Awards, T4G Limited  
Employee of the Quarter, MSN Canada

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#### NOTABLE CLIENTS

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Pfizer Canada  
Dalhousie University  
Royal Caribbean  
Destination Canada  
Destination British Columbia  
sbe/ACCOR Hotels  
Atlantic Credit Unions

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#### STORYTELLING LEAD, T4G KICK

July 2014 – March 2015

Led the Content Marketing side of the agency arm of T4G, a technology services agency, which has since been purchased. This included creating strategies for clients and overseeing their implementation, along with creating workshops and learning materials for internal staff and clients.

#### CONTENT STRATEGIST, T4G

August 2009 – July 2014

Built and led the content strategy practice for T4G's User Experience team, working with large-sized corporate clients to develop: Content Audits, Web Content Strategies, Voice & Tone Guides, Training Materials, SEO Strategies, and Copy Decks.

#### DIGITAL BA, ISL

August 2009 – July 2014

Managed the website strategy of ISL's keystone clients including Tourism Nova Scotia.

#### ENTERTAINMENT EDITOR/PRODUCT MANAGER, MSN CANADA

September 2006 – July 2008

Story assignment, content creation and planning, editorial calendars, web traffic monitoring, sales support, management of freelancers, SEO strategy.

#### ENTERTAINMENT EDITOR, AOL CANADA

February 2005 – August 2006

Content creation and optimization, traffic monitoring, and editorial planning.

#### WEB EDITOR/NEWS, CHUM TELEVISION/CP24

May 2002 – February 2005

Web writing, covering breaking news for the website, posting content, video editing.



**ENTERTAINMENT EDITOR, CANOE.CA**

August 1999 – May 2002

Digital reporting focused on pop culture news and events, including interviewing young pop stars and actors, basic HTML, digital photography, content optimization and measurement.

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**DEGREE**

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**BACHELOR OF JOURNALISM, HONOURS**

University of King's College

1995 – 1999

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**CONTINUING EDUCATION**

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DEI Introductory Workshop, Immigrant Services Association of Nova Scotia

2018

2018

Seth Godin's altMBA

2018

KDMC Berkeley Graduate School of Journalism, Continuing Education

Video Storytelling Workshop

2014

The Banff Centre

Literary Arts – Writing with Style – Narrative

2014

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**BOARDS**

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Autism Nova Scotia





University of King's College Alumni Association  
University of King's College Board of Governors

