

# MYLEEN SAGRADO SJÖDIN

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## PROFILE

As a creative communications, content, and technology strategist, I am seeking my next challenge as a Digital Marketing or Content Writer. I believe you advocate for organizations and resolve modern business problems by telling stories that inform, enlighten, or inspire people using engaging content. Equipped with a diverse technical and consulting background within a corporate environment, I bring a unique understanding of various industries (tech, finance, oil and gas, pharma, and more) combined with a collaborative approach to shape future success. Because I am an exceptional writer of a variety of technical and business content, I can design and implement communication plans to build or protect a brand's reputation. I am also highly skilled in event management and digital marketing, so I can benefit your organization in promotional efforts, event activities, and marketing campaigns. Additionally, I have held leadership positions on content, training, and documentation teams where I hired, mentored, and managed people and projects. Furthermore, I am a native English speaker with fluency in Swedish and a basic understanding of Spanish. I have both U.S. citizenship and Canadian permanent residency.

## EDUCATION

Bachelor of Science in Information Systems Technology, University of Houston, Texas USA

## EXPERIENCE

### 2022-Present Myleen Sjodin Leyonberg INC (Self-employed, REMOTE) Senior Writer and Independent Consultant

- Creatively develop content and share stories with the world by way of compelling words, pictures, and video. My specialties include writing, blogging, branding, PR, event management, digital marketing, and SEO for B2B and B2C companies. Additionally, I can write reports for SR&ED, R&D studies, and government grant applications for primarily the software/IT industry.
- Currently on assignment with INVESCO CANADA until January 2023.

### 2021-2022 Ceridian (Human Capital Management), Sr. Technical Content Developer

- Serviced and liaised with clients in million-dollar projects such as with the Government of Canada to provide technical content, educational material, and marketing collateral for onboarding and retention.
- Ensured compliance to corporate branding and government requirements.
- Developed informative and engaging content using Ceridian's voice and style guide in order to adhere to corporate branding.
- Partnered with software and IT engineers to create useful and comprehensive documentation, technical content, and architectural diagrams.

### 2015-2022 Nordic Languages Initiative (Language School), Director of Content Marketing and Communications

- Created an effective communication and social media strategy to attract new clients using SEO, digital marketing, social media advertising, and search engine metrics.
- Built a strong brand using a casual, approachable style to convey a friendly, tech-savvy, and worldly persona.
- Wrote compelling website content, instructor biographies, and blog posts on Nordic culture and happenings in Toronto.
- Coordinated and managed social events that pique interest with prestigious organizations such as IKEA, Maple Sports and Entertainment, BlogTO, and Hot Docs as well as with a number of Scandinavian organizations such as the Embassy of Sweden and Swedish Chamber of Commerce.
- Managed instructors, resolve customer issues, and survey classes for performance improvements.

**2018-2021 PwC Canada (Accounting and Professional Services), U.S. and Canadian Funding/Govt. Incentives/SR&ED – Sr. Associate in Technical Content and Grant Writing**

- Interviewed C-suite management on technological challenges they faced and how they overcame them for the Scientific Research & Experimental Development (SR&ED) tax credit to be reported to the Canadian Revenue Agency.
- Wrote technical stories and descriptions about experimental development issues using specific governmental guidelines on SR&ED.
- Researched ways to help clients save money and obtain grants based on innovation, company need, and profile.
- Visited conferences and meetings to market SR&ED and government funding/grant writing services.
- Designed brochures to inform clients and prospects on the grant application and claim processes.
- Contacted and developed business relationships with Canadian/U.S. government agencies for the latest updates on specific programs for PwC clients.
- Clients include Google, SkipTheDishes, Geico Insurance, and U.S. Department of Defense.

**2017-2018 24/7.ai (Virtual Agent and Customer Care), Technical Content Writer Consultant**

- Rehired to continue consulting (see below).

**2015-2017 Tier1CRM (Financial Services), Technical Content Writer and Documentation Manager**

- Created comprehensive, client-facing documentation (knowledge bases) and training material.
- Wrote Web content for the corporate Intranet and website that described our products and services.
- Produced marketing material such as brochures for meetings and events that the CEO and CTO attended.
- Managed documentation deliverables and organized a large number of documents.
- Mentored, managed, and trained new interns and writers.
- Wrote video scripts and produced training videos for staff.

**2014-2015 24/7.ai (Virtual Agent and Customer Care), Technical Content Writer Consultant**

- Communicated and collaborated with software engineers to develop technical integration diagrams and API documentation so clients can implement Web services on their websites.
- Crafted client success training material and website content that explained the company's products and services.

**PREVIOUS CONTENT WRITING, TRAINING AND EVENT MANAGEMENT EXPERIENCE**

2011-2014 Self-Employed, Technical and Marketing Content Writer Consultant, Event and Concert Manager

2004-2009 Technical Writer/Trainer, Sungard Higher Education

2003-2004 Documentation Specialist, Wyeth Biopharma (now Pfizer)

2002-2003 Technical Content Writer/Consultant at Aberdeen Group, Schlumberger, IAR Systems

1997-2002 Documentation Manager/Technical Writer/Software Trainer, PharmaSoft AB

1994-1996 Data Entry Supervisor, Registration and Training Manager, PennWell Publishing, Conferences & Exhibitions Division

**SKILL HIGHLIGHTS**

**BUSINESS & MARKETING CONCEPTS**

A firm grasp of entrepreneurship in both the U.S. and Canada, SEO (Search Engine Optimization), SEM (Search Engine Marketing), digital marketing & search strategies, social media & community management, account-based marketing (ABM), lead-based marketing, Google Analytics, Web monitoring, keyword metrics and KPI analysis, producing press releases, white papers & articles, creating infographics, managing events and conferences, and writing for B2B, B2C, documentation and copy for knowledge bases, advertising, and websites.

## **INDUSTRY VERTICALS & SPECIAL INTERESTS**

Deep and broad experience in CRM, capital markets, banking, A.I./virtual agent technology, customer support, higher education, pharmaceutical, security/data encryption, blockchain technology, cryptocurrency, energy sector, oil exploration, marketing, event management and promotional efforts with a special interest in music, video, concert production, art, architecture, cultural studies, poverty alleviation, human rights, and green energy

## **TECHNICAL SKILLS**

Highly skilled in the latest tools of content and course development including Wordpress, Madcap Flare, FrameMaker, Adobe Creative Suite, Captivate, and MS Office. Comfortable with video production and editing using various tools of the trade.