



Samara White

Creative professional specializing in digital communications and content marketing.

I help companies empathize with users

I see it as my job to advocate for the user. To listen to them, understand the way they speak, and to respect it.

I help companies reach their goals

I work with organizations to build an effective, data-backed strategy for their content marketing and digital communications.

I help companies share their stories

I craft narrative-based, on-brand content to help organizations communicate with their community and grow their audience.

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Professional Skills

Digital Communication and Marketing

SEO
SaaS
UX Writing
Data Analysis
Social Media Advertising
Email Marketing
Content Marketing
Style-guide Creation

Content Creation

Articles
Blog Posts
Social Media
Web and App UX

Platforms and Tools

Wordpress
Buffer
Hootsuite
Photoshop
Figma
Github
Intercom
HTML/CSS/JS (learning)



Samara White

2010 - present
**UX writer,
Editor and
Consultant**

2017 - 2019
**Lecturer in
Digital Writing/
Digital Communications**

2014 - 2016
**Head of
Marketing**

2011 - 2014
**Blogger and
Content Editor**

Education

York University 2009
Glendon College
Bachelor of Arts, Honours History
Certificate in French

The British School 2017
CELTA Certification

Work Experience

Samara Parker BV

- UX writing
- Digital content editing
- Communications strategy consulting
- Creating and providing workshops
- Public speaking on communications strategy and digital writing
- Recent clients
 - Keen (Coffee Roasters)
 - Wonderkind (Recruitment)
 - UnScared (Fitness)
 - Eleiko (Fitness)

De Haagse Hogeschool

- Created multiple courses, including syllabus content
- Lectured on digital writing, digital communications, and UX copy

Jobcast Recruitment

- Responsible for all digital communications and marketing strategy
- Created, curated, and edited content for the Jobcast blog and social channels
- Responsible for overall marketing strategy

BC Jobs Software

- Responsible for all digital communications
- Writing, curating and editing articles for the BC Jobs blog.