

# ANNA RALPH

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## EXPERIENCE

### **Hootsuite (previously heyday.ai), Montréal** — *Conversation Designer*

SEPT 2018 - October 2024

- Scriptwriting and UX design for Hootsuite's AI-augmented live chat platform
- Led, grew and mentored the conversation design team
- Supported copywriting initiatives from brainstorm to launch
- Translating copy from French (FR & QC) to English
- Regularly interacted with and problem-solved for a variety of clients
- Among **heyday.ai**'s first 10 employees, helped lead to its \$60M acquisition

### **Company Cue, MTL/NYC** — *Copywriter*

FEB 2018 - NOV 2019

- Crafted copy under strict guidelines for high-profile NYC publishing clients
- Worked well under pressure with quick turnaround times
- Independently managed multiple projects concurrently

### **BlueCat Networks, Toronto** — *Copywriter*

OCT 2017 - MAY 2018

- Crafting marketing material, promotional items, blog content, email/web copy
- Managed BlueCat's corporate Twitter and LinkedIn accounts

### **Tandm Agency, Toronto** — *Copywriter*

APR 2017 - OCT 2017

- SEO content writing for Bay Power Electrical Supply
- Crafted original headlines, subheads and body copy for 200+ category pages

### **Mosaic Sales Solutions, Toronto** — *Copywriter*

NOV 2016 - MAY 2017

- Created social posts and web copy for RBC, Air Canada, and Samsung

### **Tag Agencies, Toronto** — *Copywriter*

JULY 2015 - NOV 2016

- Digital, OOH, print, social copywriting for Philips, High Liner, NHL, Kraft Heinz, Mr. Sub, Bausch + Lomb, Ricoh

## EDUCATION

**Humber College** — *Graduate Diploma, Honours, Advertising Copywriting* - 2014-2015

**Concordia University** — *B.A., Philosophy* - 2009-2012