



Kaya Lemaire

Solving-problems is my calling. My aspiration is to help people and my skills allow me to do that by understanding them profoundly. By applying this understanding to user experiences and the improvement of user-centric products I can execute key marketing decisions, help shape products, and design user flows. I am a people-person to my core and believe in the incredible power of communication. I look forward to working with your organization to create meaningful connections with your prospects.

Skills



Education

- University of British Columbia
Bachelor of Arts in Anthropology
Grad 2017
- Copyschool by Joana Wiebe
Certified in Conversion Copywriting
Web Copy (UX Principles)
Emails
Landing Pages
- University of Emily Carr
Certificate in Fine Arts
Colour Theory
Illustration

in ✉
kayathewriter.com

Professional Experience

2021 - 22

Head of Marketing

- Galileo, EdTech Startup*
- ◆ User research and UX design
 - ◆ Marketing automations
 - ◆ Copywriting: Web copy, UX Writing
 - ◆ Email marketing strategy, execution
 - ◆ Product interviews, research, strategy
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- ◆ Established new systems and processes
 - ◆ Project management
 - ◆ Cross-team communication
 - ◆ Agile, remote work experience
 - ◆ Managed copywriters, designers, freelancers

2020

Conversion Copywriter

- Freelance*
- ◆ User research and data analysis
 - ◆ Website copy, landing pages, emails
 - ◆ Wireframing and UX copywriting

2021

Part-Time Design

- Personal projects; Galileo*
- ◆ Proficiency in Canva
 - ◆ Photoshop image editing, CV design
 - ◆ Understanding of core design principles