

Maria Rizzuto

Product Design • UX Design • UX Research

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I am a dedicated UX Designer with over 5 years of professional experience in digital marketing and an educational background in Sociology and Communications. I bring a multifaceted approach to Product Design that helps me create intuitive and innovative digital experiences. In my role as a content marketer, I mastered understanding user behaviour, identifying trends, and optimizing content for visibility and engagement. My formal education has translated into my ability to effectively communicate with cross-functional teams and translate business goals into actionable design strategies.

Education

User Experience Certificate | Concordia University | Jan 2024 - June 2024

Design Thinking and Innovation | Harvard Business School Online | 2023

Bachelor of Arts (BA) in Sociology | McGill University | 2014 – 2017

Work Experience

Content Marketing Manager | [Security Compass](#) | Apr 2022 – Nov 2023

- Boosted website traffic by **20% in 6 months** via a technical SEO Audit and the creation of optimized blog content.
- Re-worked the existing website's product pages, alongside the product marketing team, all while optimizing them through **A/B tests and heat mapping**.
- Positioned the company as a cybersecurity thought leader, gaining 25% more followers on LinkedIn within a year.

Technologies Used ~ Asana | WordPress | SEMRush | VWO | PowerPoint | Excel | Google Analytics

Content Specialist | [Sherweb](#) | May 2021 – Apr 2022

- Create and manage the relaunch of the company's social media accounts. This required new profiles and content for the company and its subsidiaries.
- Strategy/planning, quarterly **content audits, researching, and writing all thought leadership content** pieces and ensuring all content is fully SEO optimized using internal SEO tools.
- Work with SMEs, internal stakeholders, analysts, PR agencies, and industry experts to ensure the content had optimal quality and credibility.

Bilingual Content Coordinator | [Canadian Payroll Association](#) | Jan 2020 – Feb 2021

- Manage the **bilingual e-mail marketing content (over 40 000 recipients)**.
- Created the organization's social media strategy, resulting in a follower surge of 18% over its first 6 months.
- Support regular website content updates through the **JIRA ticketing system**.
- Ensure a consistent brand message, in **English and French**, across communications.

Marketing Associate | [Upkeep Media](#) | Nov 2018 – Jan 2020

- Write and optimize website content, including blog posts and service pages.
- **Design email marketing and website content** templates for clients.
- Apply SEO best practices for clients' websites, including the implementation of an extensive internal linking strategy that applied information architecture best practices.

Volunteering

Program Manager | [Mentoro](#) | 2019 - 2021
NGO

Connecting future generations with more experienced professionals eager to share their knowledge, words of wisdom, and advice.

Languages

- English
- French

Certifications

Google

- Fundamentals of UX Design
- Google Analytics
- Fundamentals of Digital Marketing

HubSpot Academy

- Growth-Driven Design
- Inbound Marketing
- Content Marketing

Skills

Technical

- Figma ~ Intermediate
- PowerPoint ~ Advanced
- WordPress ~ Intermediate
- Asana ~ Advanced
- Google Analytics ~ Intermediate
- Canva ~ Advanced
- SEMRush ~ Advanced

Design

- A/B Testing
- Wireframing
- UI Prototyping
- Design Thinking
- User Interviews
- Competitive Analysis
- Web Accessibility Standards

Soft Skills

- Teamwork
- Communication
- Problem Solving
- Adaptability
- Detail Oriented
- Self Motivated
- Leadership

References available upon request