

Quin Parker

A digital media leader with proven success and international top-level experience
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Experience

Deputy Digital National Editor, Metro English Canada 06/2012-11/2015

- Devised digital and social media strategy that increased unique visitors to metronews.ca by 180 per cent in first 18 months, involving reporters and editors across ten cities
- Managed five experienced web production editors
- Led team to win three Canadian Online Publishing Awards, two in consecutive years for Matt Elliott's *Ford For Toronto* blog; Metro had not won any content awards before
- Worked with managers to deliver social media and on-site messages about Metro itself, taking direct charge and responding to reader questions
- Liaised with product and development team to build new templates and ways of storytelling, using responsive design focusing on mobile and social
- Used research and analytics, including Hootsuite, Chartbeat, and Google Analytics to alter long-term and short-term planning; new columns and curated feeds developed based on reader and advertiser demand
- Developed training materials and a central repository of information, containing best practices, examples, and CP style guidelines. Instituted its regular usage by staff.
- Manager of winning group in 2014 TechRaking Toronto design sprint, sponsored by Google – the first time the event visited Canada. Worked with dev team to build tool
- Represented editorial stakeholders during management transfer and change to new CMS, including product and workflow user stories in an agile development environment
- Led team and stakeholders through smooth migration to new CMS, taking direct charge of workflow and process on the day: lauded for calm leadership
- Spokesperson for digital editorial in internal leadership meetings and at external events

Homepage Editor, Postmedia 01/2010-06/2012

- Responsible for main network portal page, regularly updating its content
- Worked with team managing social media feeds, encouraging reader interaction
- Led editorial meetings, directed production of news, multimedia, and comment stories
- Created and gave input on web-first products to increase time spent metrics
- Curated front-page submissions from readers and essayists during federal election

Deputy Production Editor, Guardian.co.uk 10/2007-05/2009

Copy Editor, Guardian.co.uk 02/2007-10/2007

- Directed workflow on newsdesk, booked freelancers and managed junior staff
- Edited and produced breaking news and long-term projects in high-pressure, detail-oriented environment
- Generated ideas and content for blogs, galleries, quizzes and other multimedia
- Managed live online and social media chats between readers and newsmakers/experts; trained experienced journalists in live-blogging and tweeting
- Headed moderation of reader discussion, asking team to intervene if necessary

Web editor, E-Health Media, UK

05/2004-02/2007

- Outlined and co-ordinated implementation of RSS feed, podcast, and new CMS
- Covered two health IT news sites, e-health-insider.com and ehiprimarycare.com
- Wrote and copy edited stories daily, ensuring fresh, relevant news and comment
- Responsible for output of two weekly highly regarded editorial e-newsletters.

Volunteering

Humbercrest Nursery School

09/2014-present

- On Fundraising Committee. Managed online crowd-funding campaign to generate urgently needed donations for move, including generating publicity on social media. Campaign reached 125 per cent of its target in a month

Training

Institute for Management Studies

- Championing your ideas at work: Becoming your own best advocate
- The SUMO Principles of Leadership

Education

Diploma, National Council for the Training of Journalists, City College Brighton, UK
BA (Hons) English Literature, University of Durham, UK

References

Available on request