

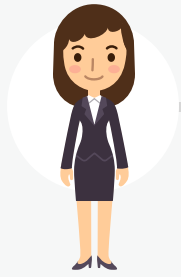
# Lana Stewart

Web content strategist

Creating web content that meets the needs of real people is what drives me.  
I incorporate creative details while delivering on big projects.

My favourite saying is: I have a template for that.

## Accomplishments



**2016**

Planned an enterprise content migration from CLF2 to WET4



**2017**

Trained a community of practice on WET4.  
Supported national Canada 150 campaigns.



**2018-19**

Improving web experience through usability testing and surveys.

## Recent experience

### Parks Canada 2015-2019

- Develop and deliver online content strategy for diverse products and services
- Manage enterprise information architecture
- Deliver writing for the web training
- Improve content SEO
- Run usability testing
- Write problem definitions, set measurement plans
- Use data and analytics to provide content insights
- Work collaboratively with a community of web officers
- Prepare detailed content instructions for web officers
- Improve content production processes and workflows
- Manage multiple conflicting priorities
- Supervision

## 2019 major projects

- Content renewal for passes online store
- In-person usability testing (alpha and beta)
- Online survey tagging and findings report
- Wildfire communications web strategy
- Trails application web strategy
- Web strategy and content plan templates

## Language levels

English - Mother tongue  
French - Advanced (BCE)

## Awards



**2019 Parks Canada CEO Award (Finalist)**  
Science communications campaign

**2018 Parks Canada CEO Award (Finalist)**  
Traffic management project

**2017 Parks Canada CEO Award (Winner)**  
Free admission for Canada 150

**2017 Parks Canada CEO Award (Finalist)**  
Web renewal project

What I can bring to your team



Experience in a digital products team.



Improved workflows and collaboration methods.



Problem solving with data, research, and design thinking.



Creativity. Thoughtful solutions to tough problems.



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