

tina hassannia

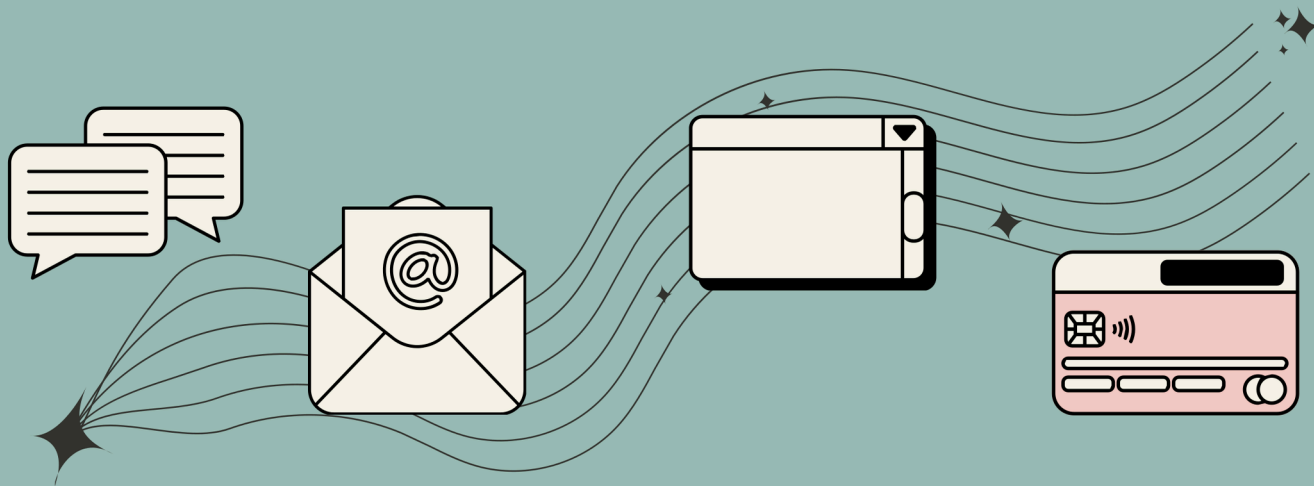
cibc digital id

cibc aeroplan refresh

edealer thought leadership

edealer: upgrade me now

@ongov brand tone and voice



CIBC partners with Interac Verification Service to digitally authenticate users. Our research noted a **high drop-off rate** at one point in a user flow. The screen requires a user to check a box to confirm their consent to the terms and conditions.

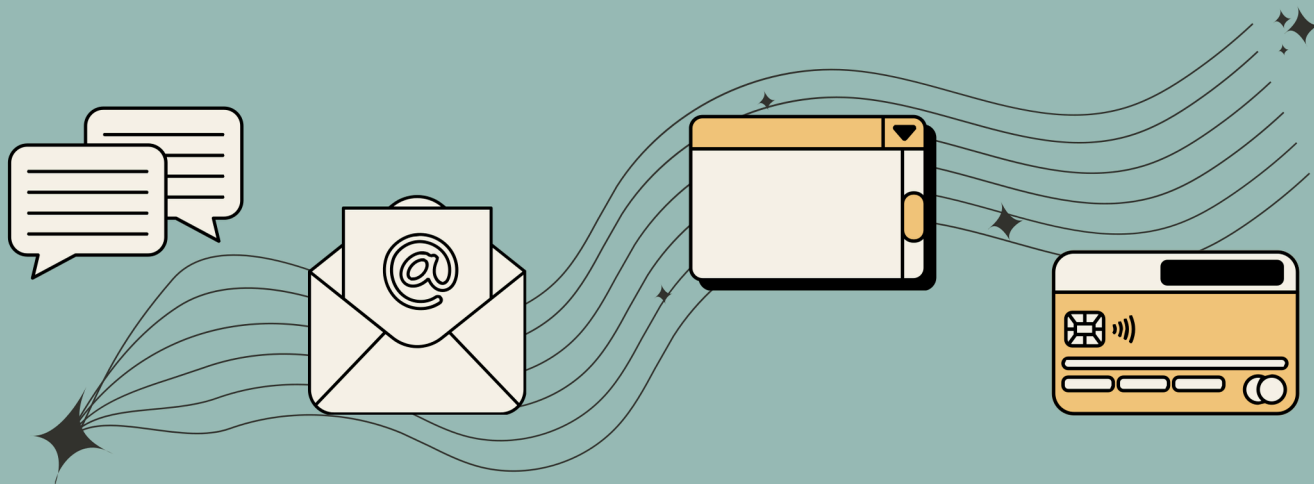


I replaced the checkbox with a legal disclaimer to lessen user effort and increase completion rates. I took the opportunity to improve the overall content design to help the user understand the purpose of the screen. So far, the **drop-off rate has improved 20 percent.**



before

after



CIBC offered Aeroplan members extra points when they set up pre-authorized payments. The splash page for this limited-time offer needed a refresh.

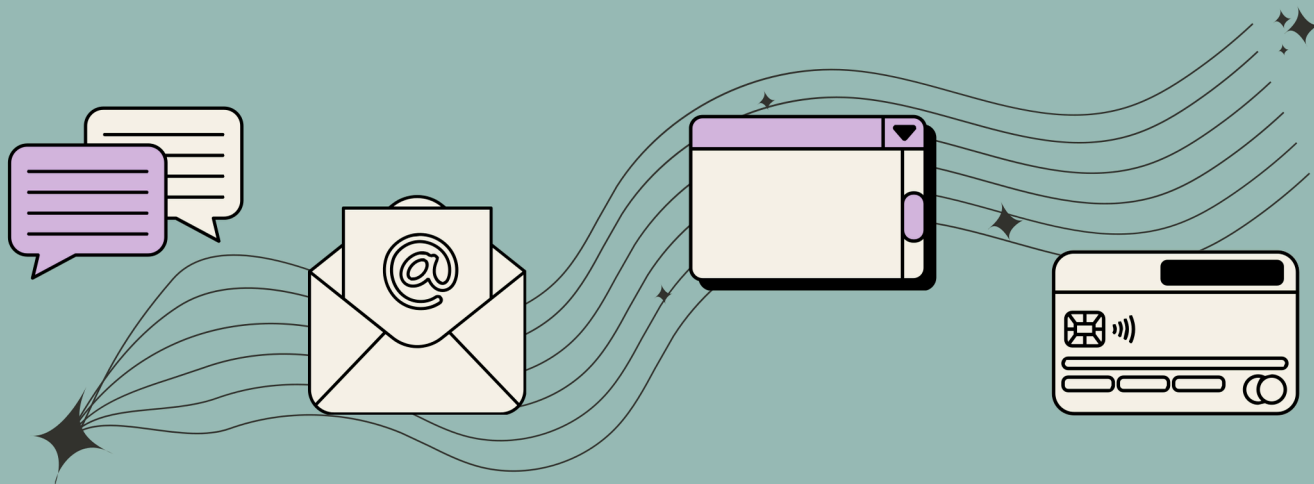


Research has shown that headers with calls to action and specific numbers (e.g. “2,000 points” instead of just “points”) fare better than descriptive copy. On the new splash page, I specified the maximum number of points in the page header. I also removed redundant content and clarified the offer structure and instructions.



before

after



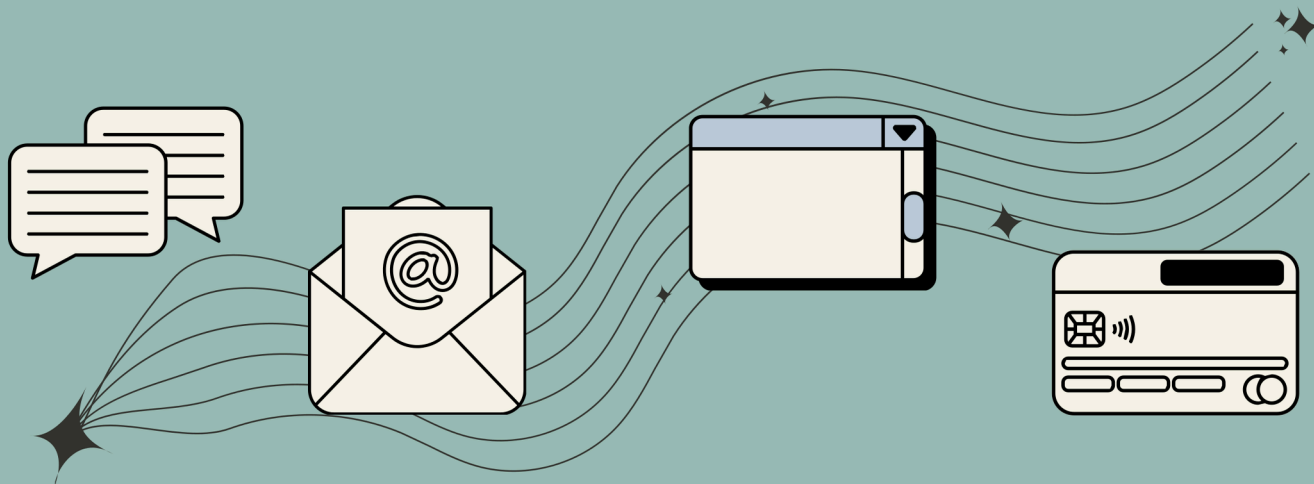
EDealer is a B2B startup offering digital services to car dealerships. Chief executives wanted to brand the company as an industry leader and communicate technical concepts that some clientele found challenging to understand.

I created a strategy to publish regular content about company services and best practices. I used infographics, visuals, and social media to break down content into smaller, more digestible bits. This enticed readers to learn more, generated sales leads, improved client communication, and increased social engagement.



check it, don't wreck it

video marketing



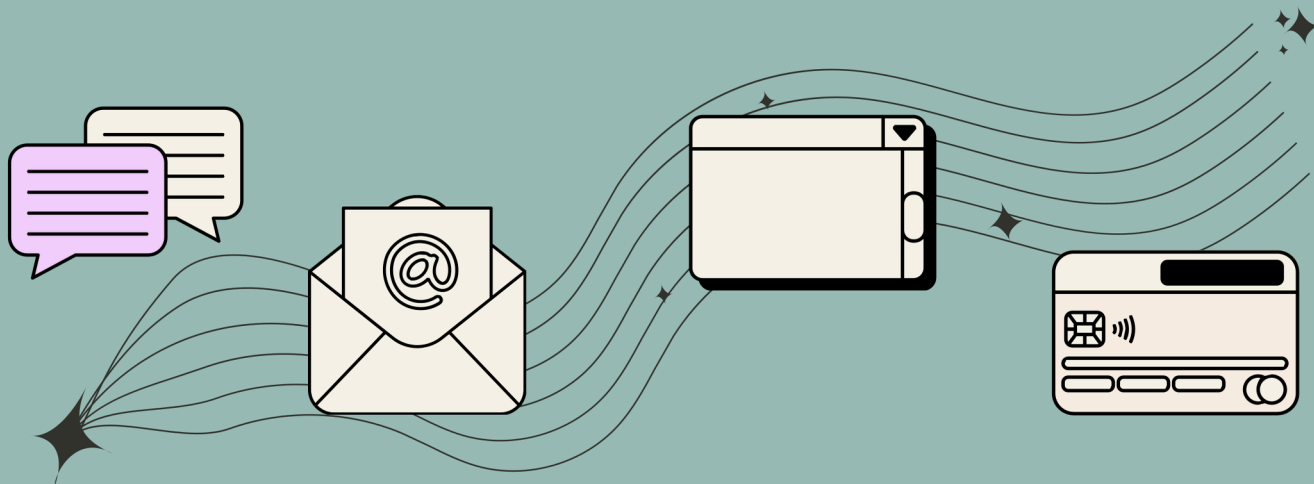
EDealer planned a large upgrade to their website service. Clients needed training on the new back-end interface. The original announcement plan was for sales reps to simply call clients and schedule training.



I made the case to C-suite leadership that some clients might not see the upgrade as an improvement. I implemented an email campaign to ease potential concerns. Our “digital heads up” was a **huge success**: clients who got the emails were more open to training.



upgrade me now



The Ontario Ministry of Natural Resources and Forestry (MNR) needed a brand refresh. I created a social content calendar using our new brand tone and voice.

I established MNR's social voice as informative and friendly, and balanced its tone between casual and formal.

I helmed this social media project, created viral content, and tapped into MNR's interesting work to entertain our audience.

My efforts increased engagement from **11,000 followers to over 30,000 in less than two years.**



fire safety

camping tips