

India Longpré

Creative & Content Director · Digital Experience & Brand

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Creative and content leader with 20+ years directing online brand experiences and digital product user experiences for eCommerce, SaaS, and B2B brands. I'm seeking a fractional VP or Director-level role where I can guide creative direction, lead cross-functional teams, and ensure every touchpoint delivers on the brand promise with agency-quality creative and measurable growth.

60% increased key category sales | **30%** YoY increased revenue
17% increased organic revenue | **10%** increased conversion rate

Areas of Leadership

- Creative Direction & Brand Alignment
- Content & Messaging Strategy
- Digital & UX Content
- Cross-Functional Team Leadership
- AI Search Visibility (AEO / GEO / LLMO)
- Growth: SEO, Conversion & Campaigns

Experience

Founder & Creative Content Director, India Stone Creative, Inc. 2014 – Present

- Directs creative and content strategy for global B2B and B2C brands.
- Manages a team of designers, developers, and copywriters.
- Sets brand positioning, messaging, and creative direction across websites, SaaS products, and multichannel campaigns.
- Leads cross-functional teams and external design and development partners from concept to launch; pioneering AI-search visibility (AEO / GEO / LLMO).

UX Content Strategist, eBay 2022

- Managed a team of global UX content managers
- Directed global brand voice and content strategy for new features across web and mobile, reaching millions of eBay Sellers across North America and Europe.
- Created brand voice guidelines and messaging frameworks that aligned product with marketing across teams of hundreds of eBay employees.

Digital Strategist & Product Manager, Nature Conservancy of Canada 2018 – 2020

- Led content and creative strategy for three websites and across eight regional marketing teams.
- Drove a 30% YoY increase in donations through earned media and SEO campaign that connected CBC holiday gift coverage to a conversion-focused “Gifts of Canadian Nature” experience.
- Led product updates that increased organic revenue by 17% and conversion rate by 10%.
- Manager/editor of *The Leaflet*, the organization's monthly e-newsletter with over 80k subscribers.

Senior Manager, Digital Content, Roadpost Inc. 2016 – 2017

- Managed a team of social media managers and user experience designers to produce community influencer content and digital marketing campaigns.
- Oversaw structured website content and collaborated with inventory and sales teams to improve the quality of product content across three eCommerce and SaaS websites.
- Led creative and strategic website redesign initiatives for SaaS and eCommerce products, increasing new trial signups and accelerating adoption.

Senior Content Manager, LeanKit Inc. 2013 – 2014

- Managed a team of writers to produce branded website and sales enablement content.
- Increased organic traffic with search-optimized educational content.
- Wrote blog posts and video scripts.

eCommerce Content Manager, Tractor Supply Co. 2005 – 2012

- Managed a team of writers, designers, and SEO specialists to produce branded content for the company's website, social media accounts, and advertising materials (print and broadcast).
- Directed multichannel content for a national chain serving 1,000+ retail locations across the U.S.
- Increased key category sales by 60% through targeted SEO campaigns, earned media, and multi-channel marketing campaigns.
- Manager/editor of *Out Here Magazine*, the company's custom publication with a budget of over \$1M.

Skills & Expertise

Creative & Brand: Creative direction, brand positioning, message development, content strategy, editorial planning, content governance.

Digital Experience & Content Design: UX content strategy, information architecture, journey mapping, personas, accessibility (WCAG-informed), plain language.

Search & AI Visibility: SEO strategy, AEO / GEO / LLMO, structured content, schema-informed planning, SEMrush, Ahrefs, Google Search Console.

Marketing & Technology: Campaigns, email, paid search, A/B testing, Google Analytics, HubSpot; Figma, Adobe CC, Claude & ChatGPT; Webflow, WordPress, Shopify & headless CMS; Agile, project management.

Education & Certifications

B.S., Mass Communication, Middle Tennessee State University. Christopher Nathan Bell Scholarship.

Certifications: UX Foundations: Content Strategy, LinkedIn Learning. Google Analytics I–IV · HTML · Adobe Creative Cloud.