

LAUREN AMELIA CHARLEY

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Objective

To gain full time employment in the fields of publishing, marketing/advertising, event planning, or media relations where I can apply my knowledge and skills gained from previous work and life experience to enhance my professional career.

Relevant Experience

TRAFFIC COORDINATOR, IOVATE HEALTH SCIENCES INTERNATIONAL INC.

October 2016 -June 2017 (contract)

Worked on a contract position in the Media Department for one of the world's leading active nutrition and weight management supplement companies. I oversee the production of print advertisements from the moment it is scheduled in a monthly media plan until I submit it to a publication- we work with renowned magazines including Cosmopolitan, People, Sports Illustrated, and the National Enquirer. I am in charge of the execution to ensure that all departments including Brand and Regulatory sign off and approve the ad in time to meet our hard deadlines.

COPYWRITER, IOVATE HEALTH SCIENCES INTERNATIONAL INC.

June 2016 -October 2016(4 month contract)

Worked on a 4-month contract position for one of the world's leading active nutrition and weight management supplement companies. My duties included writing copy for advertisements and script commercials, and partaking in marketing campaigns for active nutrition and weight management brands including MuscleTech®, Six Star Nutrition®, and Hydroxycut®. This role has enabled me with the writing and time-management skills necessary to succeed in both the business of advertising and working for a large company.

EDITORIAL COORDINATOR, ALOOKINGGLASS

February 2015 - February 2016

Worked as a full time writer and coordinated editorial material for aLookingGlass publications. I assumed the role of the Editorial Coordinator for Virgin Islands Property & Yacht, Editor for the Newbie 2016 publication and the Co-Editor for Trails & Tales British Virgin Islands Hiking Guide by Ron Beard. Additional duties included maintaining client relationships, managing contributing writers, web publishing, distribution of e-newsletters, developing sales leads, and assistance in event planning for the annual award ceremony.

CONTRIBUTING WRITER, REV PUBLISHING

February 2014 -February 2015

Authored feature articles for luxury-lifestyle and travel magazines which are published and distributed in Niagara and in areas across Ontario and New York State. The magazines are dispersed within hotel rooms, businesses, and to high-income earning homes.

TECHNICAL/ SCIENTIFIC WRITER, LALLEMAND ANIMAL NUTRITION NORTH AMERICA

July 2014 - September 2014

Completed a contract position to create a compilation of technical datasheets based on information taken from product labels for yeast and bacteria-based products strains used in animal nutrition. Additional duties included writing scientific articles about related industry news, and planning scientific management meetings and events schedules.

MARKETING INTERN (summer), LALLEMAND ANIMAL NUTRITION NORTH AMERICA

May 2010 - August 2013

Made reservations and bookings for company events, coordinated marketing strategies for conventions and conferences, designed advertisements and documents for corporate materials, and assisted in national marketing campaigns.

Freelance Experience (October 2013 - present)

- Author, *Beachbox TV* - Multimedia Caribbean travel platform
- Journalist, *What's On Niagara* - Community newspaper serving Niagara
- Author, *TheRichest.com* - Online Lifestyle Magazine
- Copywriter, *Cayman Luxury Property Group*- Luxury Real Estate, Grand Cayman

Education

The University of Western Ontario, London - BA. Honours Specialization Media Information Technoculture, 2013

Core Competencies

- Excellent customer service and communication skills
- Capable of handling high-stress situations in a variety of working environments
- Ability to work with Adobe Creative Suite 6, Final Cut Pro, and Logic Pro
- Beginner Mandarin oral communication and literacy skills
- Professional training in corporate, journalistic, scientific/ technical and PR writing
- Experience working with web programs including Word Press, Campaign Monitor, Create Send, and Concept Board

Achievements

- Published author of the article "Pricey Celebrity Bar Tabs" on The Richest Online Magazine, which went viral attracting over 3,650,000 views

- Wrote copy for advertisements featured in renowned sports and fitness magazines including Sports Illustrated, Men's Health, and Muscular Development