

Shawn McKee
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Web Content Portfolio: <https://shawnmckee.journoportfolio.com>

TALENTED CONTENT WRITER

- *Experienced and adaptable writer of web and hard-copy documentation*
- *Great eye for details (spelling, grammar, tone)*
- *Able to multitask and prioritize to meet tight deadlines*
- *Exceptional skilled in taking subject matter and crafting engaging stories, articles, summaries and reports*

EDUCATION & TRAINING

Social Media for Public Relations Humber Institute of Technology & Advanced Learning	Jan. – May 2012
Law Clerk Diploma with Honours Humber Institute of Technology & Advanced Learning	2005- 2007
Broadcast Journalism Diploma with High Honours Seneca College, School of Communication Arts	1998-2000

COMPUTER SKILLS

Microsoft Office Suite, WordPress, PC Law, Logic Audio, Sony Sound Forge

WRITING & COMMUNICATIONS EXPERIENCE

Enthusiast Gaming August, 2016 – Present

Staff Writer/Blogger - Freelance

- Writer of articles on retro gaming, consoles and franchises; initial post received over 100 views within first 48 hours of posting
- Generated page views, likes and reader discussion by promoting posts through various social media channels
- Conduct research to verify specific details of games or consoles and add contextual links to content
- Contribute suggestions to site developers and CEO to increase workflow and provide a more streamlined user experience

Hotbox Digital Music Inc. – Toronto, ON

May – July 2016

Marketing/Promotions Assistant – Part-time/Contract

- Drafted and edited marketing and promotional materials by presenting artist information in a concise manner
- Established and maintained a filing system for company contracts, expenses and artist files
- Created Wikipedia page for label artists [Adam K. & Soha](#) resulting in increased exposure and online presence for the artist

Ticketscanada.com – Toronto, ON

May – Sept 2011

Web Content Manager

- Created, edited and published all web-based content for company web pages, blog and social media platforms with a focus on SEO, community engagement and monitoring resulting in a 15% increase in web-based sales in 3 months
- Provided up-to-the-minute coverage and shared breaking stories using a network of reliable news and entertainment sources increasing awareness of the company's brand
- Utilized extensive knowledge of the music and entertainment industry to provide insight and information on various bands and artists to inform site visitors and drive ticket sales
- Assisted customers by phone and in-person to locate tickets based on budgetary needs and availability
- Increased repeat business by conducting e-mail marketing campaigns providing discounts on future ticket purchases for past customers

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Scher Law Professional Corporation – Toronto, ON

2007-2010

Civil Litigation Law Clerk to Hugh R. Scher, Senior Counsel

- Facilitated initial client intakes to assess the merits of potential matters and coordinate initial meetings with counsel
- Finalized preparation of extensive legal documentation for the landmark Supreme Court case of *Keays v. Honda* 2 days ahead of schedule
- Utilized a network of databases and resources to locate and cite appropriate case law for use in bringing complex legal matters to successful resolution
- Successfully obtained a pardon for a client with previous criminal conviction

thekeytothehouse.wordpress.com

2012-present

Content Writer

- Author of reviews and articles focusing on current and classic house music tracks and artists
- Perform research to verify information through online resources and incorporate video, images and links into posts
- Achieved site views from over 100 countries worldwide through effective social media promotion and SEO
- Review of Paul van Dyk's album *Evolution* listed as reference for [Wikipedia album page](#)

FURTHER PROFESSIONAL EXPERIENCE

Indigo Park Canada Inc. / Vinci Park Canada – Toronto, ON

Lead Enforcer/Audit Assistant

April 2013 – April 2016

- Led of a team of 3 enforcement patrollers, increased compliance in lots and assisted parkers onsite with any issues related to rates, parking policies and emergencies
- Initiated a weekly reporting system for all team members to provide factual insight on enforcement trends, compliance and maintenance issues at lots
- Compiled weekly enforcement statistics and patroller reports to provide a summarized report for use by senior management
- Coached patrollers in best customer service practices while being mindful of enforcement policies and protocols

Parking Enforcer/ Attendant (Part-time)

July 2012 –April, 2013

- Conducted parking enforcement all parking locations monitored by the company in a timely and cost-effective manner
- Communicated with management and city enforcement officials to successfully remove vehicles from lots when required
- Assisted customers with issues related to pay machines and other equipment to minimize delays and to ensure a positive parking experience

Parking Valet/ Concierge (Part-time)

Nov. 2011-June, 2012

- Performed valet, concierge and customer service at numerous locations throughout Toronto
- Communicated with supervisors and other valets and ensured safe and timely pick-up and drop-off of vehicles to clients

YMCA of Greater Toronto – Toronto, ON

2010 - 2011

Membership Sales and Service Representative (West End YMCA) (Part-time)

- Utilized facility and program knowledge to successfully sign up new members; achieved a conversion rate of 25% versus company average of 10%
- Conducted informative facility tours with emphasis on specific areas of interest of potential members and increased new membership sales