

CAROLINE SORENSEN

253-709-0229 Lake Tapps, WA playonwords@live.com

International business, media, fashion, education –
each genre has a home in my 20 years of experience.

I'm a capable leader and loyal team member who gets things done,
asks "Is this good for the business?" and operates with integrity at all times.

EXPERIENCE

2006 - Present Principal

Play On Words Writing, Editing and Proofreading Services *Lake Tapps, WA*

Successfully completed numerous projects, including:

- Edit post-graduate academic papers (including MBA papers and PhD dissertations)
- Score elementary and secondary school benchmark writing papers www.pearsonedmeasurement.com
- Write selling copy for 6 years of wholesale home décor catalogs with international distribution
- Edit and assist a Federal Grant application submission
- Edit and write business plans for existing and proposed businesses
- Proofread, write and edit various business documents including white papers
- Edit children's literature and a recipe book
- Rewrite résumés and cover letters

Clients include:

- Danica Imports, a leader in creative home décor and design: www.danicaimports.com
- NOW Designs, a designer and distributor of table linens: www.nowdesigns.net
- Sycamore Entertainment, a LA-based film distributor: www.sycamoreentertainment.com
- Sumas Remediation, a leader in construction site management: www.sumasrem.com
- Bookbyte.com, an Oregon-based used textbook reseller: www.Bookbyte.com
- Bookbyte DIRECT, the B2B arm of Bookbyte.com: www.bookbytedirect.com

2013 – Present Copywriter

Chasing Fireflies *Seattle, WA* www.chasing-fireflies.com

At Chasing Fireflies, we design and sell delightful children's wear and imaginative costumes. I am half of a two-person Copy department responsible for all Copy aspects of catalogs (circulations of over 150,000), for web content, emails and digital content.

- Place copy in layouts of up to 24 100-page books per year with complete accuracy
- Proofread layouts and implement Merchandising changes
- Write hundreds of product descriptions for catalog and web each season
- Act as interim Copy Director as needed
- Creates and implements processes that improve the Creative Department's workflow
- Steps up to take on responsibility for various multi-departmental projects

2010 – 2011 Copywriter, SterlingKlor Communications Inc. *Burnaby, BC* www.sterlingklor.com

SterlingKlor is an integrated business-to-business digital marketing agency that specializes in results-driven creative solutions for business-to-business marketers.

- Develop company voice
- Perform market research
- Create web copydecks and work with wireframes, site architecture and developers
- Test websites link functionality and UX
- Write for online ad campaigns, web content and surveys
- Create customer correspondence: emails, packing slips
- Proofread and edit outgoing documentation and advertising
- Reformat internal documentation
- Work one-on-one with top leadership (CSO-level)

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2000 - 2002 Principal

CDM Business Solutions *North Vancouver, BC*

- Tutor college-prep ESL students in English composition and reading comprehension
- Edit and write resumes and cover letters
- Provide IT consulting services to BC Gas (now FortisBC www.fortisbc.com), the provider of natural gas throughout British Columbia.
- Ensure effective and consistent integration of business technologies
- Manage projects, streamlined processes, determined client desktop requirements for hardware and software, liaised between consulting agencies

1997 - 2001 Services Sales Professional

GE Capital IT Solutions, Inc. *Burnaby, BC* (now CompuCom Systems www.compucom.com)

Provide comprehensive IT solutions to medium-to-large businesses in Western Canada.

1994 - 1996 Classified Advertising Representative

North Shore News *North Vancouver, BC* www.nsnews.com

Design and sell advertising copy for the award-winning newspaper

1994 English as a Second Language Instructor

Vancouver English Centre *Vancouver, BC* www.vec.ca

Harverd School *North Vancouver, BC*

Teach all aspects of English language to intermediate and advanced students.

EDUCATION

University of British Columbia: Bachelors of Arts (English Literature, French)

Vancouver Community College: Teaching English to Speakers of Other Languages (TESOL)

This is a two-year part-time Post-Baccalaureate Diploma program focusing on all aspects of English instruction including composition, comprehension and advanced-level grammar.

Université du Québec à Chicoutimi, Université du Québec à Trois-Rivières: French Immersion, language studies

CITIZENSHIP

United States, Canada

LANGUAGES

English (native); French (intermediate)

VOLUNTEER POSITIONS

2015-Present Event Volunteer

Northwest Harvest *Seattle, WA* www.northwestharvest.org

2006 - 2009 Vice President

Verona North Homeowner's Association *Auburn, WA*

2010-2013 Spelling Bee Coordinator, Newsletter Editor, Classroom Volunteer

Auburn, WA School District

2009-2010 Head Coach

AYSA Auburn Youth Soccer Association, U-5 and U-6 teams *Auburn, WA* www.auburnsoccer.org