



HAYDEN KENEZ

COPYWRITER & JOURNALIST
WWW.KENEZ.CA

OBJECTIVE

Creative-minded and experienced copywriter seeking new opportunities.

SKILLS

- ✓ Campaign strategy & execution
- ✓ Content marketing & blogging
- ✓ Social media marketing
- ✓ Search engine optimization
- ✓ Research strategy
- ✓ Internal & external communications
- ✓ Media Monitoring

EXPERIENCE

CONTENT WRITER & MARKETING CONSULTANT • WWW.KENEZ.CA • JANUARY 2015 - PRESENT

Write and produce online content for some of Canada's largest media companies, including Wheels.ca's automotive division, boutique digital agencies and leading online magazines. Research, write and publish engrossing, in-depth that grow organic traffic through SEO and content marketing initiatives.

COPYWRITER • LEONARDO WORLDWIDE CORPORATION • JANUARY 2015 – SEPTEMBER 2016

Create powerful digital marketing content for the hotel industry. Craft social and online messaging designed to accelerate customer engagement and sales for clients. Manage an ongoing workload of 10+ accounts and campaigns. Produce compelling web & social media copy.

NEWS REPORTER ASSISTANT • NATIONAL POST • AUGUST 2014 – DECEMBER 2014

Conduct general assignment reporting - both on-location and in the newsroom. Report on Toronto's breaking news and research, write and edit content for the Post's website. Pitch and write national-interest feature-length stories designed to attract and maintain readership.

COMMUNICATIONS ASSISTANT • LEGISLATIVE ASSEMBLY OF ONTARIO • MAY 2013 – SEPTEMBER 2013

Develop effective communications strategies ahead of the prospective 2013 general election. Draft content for internal and external circulation. Spearhead media monitoring initiatives. Collaborate with stakeholders and senior officials to craft persuasive, informative communications.

CONTRIBUTOR • MEDIA MATTERS INC. • SEPTEMBER 2012 – MAY 2013



HAYDENKENEZ@GMAIL.COM



@HWKENEZ



(647) 201-3137



LINKEDIN.COM/IN/HAYDEN-KENEZ-8944A959/

Contribute print and online stories for one of Canada's leading automotive trade magazines. Grow readership by finding interesting and relevant stories from across the country. Research, write and edit online stories & magazine features. Interview industry professionals.

EDUCATION

REPORTER BACHELOR OF JOURNALISM, HONOURS • 2015 • RYERSON UNIVERSITY

DISTINCTIONS

THOMSON REUTERS AWARD for the Most Promising Journalist in the First Year of Study

2011 • RYERSON UNIVERSITY

CERTIFIED HOTEL DIGITAL MARKETER

2015 • THE HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL



HAYDENKENEZ@GMAIL.COM



@HWKENEZ



(647) 201-3137



LINKEDIN.COM/IN/HAYDEN-KENEZ-8944A959/