

Molly Donovan

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Dual US/Canadian Citizen

mollydonovan.journoportfolio.com

PROFILE

Agile writer providing copywriting, scripting, and content. Experienced in corporate project coordination and client interaction with a focus on creative content.

WORK EXPERIENCE

Lead Writer

May 2023 - present

Nexus Communications

- EVP creation for use in talent attraction and retention
- Website content for HR-related use: onboarding, employee assistance, employee programs, leadership programs, etc.
- Facilitator guides for onboarding and employee programs
- Digital ads composition for Facebook and LinkedIn
- Editing and writing for RFPs and proposals, speeches, hiring materials, welcome letters, etc.
- Collaboration with strategists, content team, designers, and freelancers in a high-functioning small agency

Copywriter

July 2021 – April 2023

GS1 Canada

- Copywriting and copy editing to support the business as part of the Marketing & Communications team, including subscriber communications, web content, and internal messages
- Creation of an organization-wide writing guide
- Researching, writing, editing, and steering two quarterly industry newsletters, *The Beat* and *Food for Thought*, using JIRA for project management
- Guidance and mentoring of junior writers
- Small business spotlight stories for website features
- Brainstorming and execution of communications that promote global standards for a more efficient supply chain
- ESG Steering Committee member

Freelance Writer

2017 – present

Copy, Scripts, Content

- **Clients** include Teeva Media, Key West Video, EHN Canada, 44 North Digital Marketing, Select Blinds Canada, Tripvia Tours, Adventures in Italy, South Bay Marketing, etc.
- **Industries** include healthcare, hospitality, education, insurance, construction, financial services, foodservice, grocery, IT, transportation, real estate, retail, telecommunications, entertainment, manufacturing, pharmacy, healthcare, etc.
- **Businesses** include Sobeys Inc., Walmart Canada, Maple Leaf Foods, Sun Life Financial, Sigma Estimates, Centennial College, SEIU, City of Toronto, CANES Community Care, Grant Thornton, Bombardier, Council of Ontario Universities, Monte Carlo Inns, Saks Fifth Avenue, RBC, etc.

- **Deliverables** include ideation, proposals, video scripting, Facebook ads, website content, bios, promotions for radio/tv/video, SEO, B2B and B2C emails, blogs, internal and external communications, etc.
- **Hourly and Project Rates** available

ADDITIONAL WORK EXPERIENCE

- National Correspondent for satirical current affairs webzine [Mooseclean's](#)
- Network Television Promotions Producer
- Writer for [Tripvia Tours](#) travel app
- Children's [ebook](#) author

SKILLS

- Copywriting experience creating original and fresh content for all types of promotions, media, marketing, and scripting
- Deep understanding of the promotions segment of the broadcast television industry
- Familiar with creative services and how to collaborate to produce effective, branded content
- Understanding of copywriting principles and how to address TM while also satisfying stakeholders
- Familiar with SEO principles for digital marketing
- CMS, Social Media Management platform experience; SEM proficient
- Experience with Adobe InDesign and WordPress
- Proficient with Microsoft Office software—Word, Excel, PowerPoint, Outlook, Access

EDUCATION AND PROFESSIONAL DEVELOPMENT

Professional Development:

- Social Media Marketing, George Brown Continuing Education
- Copywriting That Sells, University of Toronto School of Continuing Studies
- Copyediting, George Brown Continuing Education
- Generating Stories, University of Toronto School of Continuing Studies creative writing
- Creative Writing, TDSB continuing education writing course

University Degree:

- Washington State University—Bachelor of Arts in Communication, Graduated Summa Cum Laude. English minor.