

Annie Rosenberg
Communications Specialist
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PROFILE

An accomplished and versatile communications specialist with a wealth of experience in public and private sector communications, Annie has served a myriad of clients through social media and website content, video scripts, case studies, press releases, newsletters, speeches, articles, financial reports and correspondence.

PROFESSIONAL QUALIFICATIONS

Corporate Communications: 10 years' experience writing and editing newsletters, financial reports, company bios, RFPs, pitches, website content, announcements, and e-business development.

Advertising & Marketing: 8 years' experience writing and editing sales letters, videos, websites, corporate communication material, brochures, scripts, print ads, e-marketing, catalogues and direct mail campaigns.

Studio Co-ordination: Collaborated with graphic artists to provide feedback on such typographic elements as kerning and tracking and other typographic issues; responded to requests from print producers and helped ensure timely delivery of print ads.

Public Sector: 5 years' experience writing for Government of Ontario; Cabinet Office Communications Department and Ministry of Health and Long-Term Care. Prepared strategic, tailored messages, speeches and other communications material on behalf of the Premier of Ontario and MPPs. Managed public health and regulated health portfolios; responded to public and private sector correspondence.

Customer Service: Liaise with Premier of Ontario political staff, stakeholders, media to ensure consistent tone in all communications material.

Technical Writing: 10 years' experience writing and editing pharmaceutical materials, health care, software, financial reports, real estate, corporate, legal, and grant writing.

Social Media: 5 years' experience writing postings to promote products, increase brand awareness and draw traffic to sites using Twitter & Facebook

Computer Literate: MS Office Suite, Twitter, Facebook, Instagram, Slack, SmartSheet, Google Docs, Adobe Acrobat, Basic HTML and WordPress, Search Engine Optimization (SEO); exposure to InDesign.

Corporate Communications

Business writer/content strategist/social media co-ordinator: Bayshore HealthCare (Dec. 2021 to March 2022)
Plan, create and execute marketing strategies for multiple audiences; execute social media campaign, write social posts, maintain content calendar, write articles, blogs, video scripts, press releases and website content, source images.

Writer: Nexus Communications/Irving Oil (Aug. 2021 to Dec. 2021)
Write company values for Irving Oil's senior management team, assist in executing communication strategies for multiple audiences.

Writer: OpenText (May 2018 to Oct. 2018)
Plan, create and execute social media content, web copy, white papers and infographics to increase engagement and drive leads. Define and follow documentation standards and best practices; review documentation by other writers to ensure clarity, completeness, accuracy and quality standards.

Writer: Public Inc (May 2020 to July 2020)
Create content for guides and marketing materials for Not Myself Today, a mental health initiative launched by the Canadian Mental Health Association.

Editor: The Motley Fool (contract – Nov 2017 to Dec. 2021)

Copyedit and fact-check articles on stocks, investing and personal finance for investors using WordPress.

Writer/Copyeditor: Investor Economics (January 2016 – current)

Interview employees and wrote bios for company website. Copyedit complex financial reports such as the *Household Balance Sheet Report*, the *Fee-Based Report*, and the *Share of Wealth Market Report*.

Researcher/Writer/Editor Eckler Ltd. (freelance)

Write and edit announcements, reports and website content for B2B and B2C audiences.

Copywriter: Ignite Creations (Apotex Pharmachem) (2016 – 2018)

Write corporate video scripts & print ads to generate more awareness of brand to B2B audience.

Writer: SESQUI - Canada's 150th Anniversary of Confederation (Nov. 2015 to July 2016) Write marketing and promotional material for SESQUI, an immersive media experience that will showcase Canada's 150th celebrations. Ensure adherence to house style guide and AODA compliance.

Editor/Writer: Davies Ward Phillips & Vineberg (January 2015 – April 2015)

Write and edit announcements, newsletters and website content; including working directly with attorneys; and create and revise practice group descriptions and attorney biographies.

Writer/Editor/Project Manager: LeighFisher (June 2014 - October 2014)

Project manage design and production team to create appealing format for marketing material, source photographs. Write case studies, promotional folder and inserts for LeighFisher global offices.

Writer/Editor: Prudential Real Estate (freelance)

Wrote and edited flyers and brochures for national real estate marketing program.

Writer/Editor: Bell Technical Solutions (freelance)

Sourced, wrote and edited stories and columns for CEP monthly union newsletter; write descriptive, catchy headlines and leads; liaise with designer and production staff to create a consistent and appealing format.

Writer and Editor: Bonasource, Inc. (June 2005 to January 2006 – freelance)

Researched and wrote case studies, company brochure and press releases for e-business development company. Successfully integrated informal, conversational writing style with straightforward explanation of business model, resulting in a 25% increase in new business.

Advertising & Pharmaceutical

Copywriter/Editor: Fish Out of Water Design (November 2016 to current/freelance)

Edit print and online ads and pharmaceutical materials.

Copywriter: Ignite Creations (January 2015 - freelance)

Wrote promotional material for Apotex, including VIP welcome letters for medical conference.

Copywriter: Armstrong Partnership – Integrated Marketing Communications (June/July 2013)

Wrote sales letters, consumer drive to web material, enrollment detailer, survey enrollment form, thank you card and letter to veterinarians about exclusive trial study of canine product that fights fleas and ticks.

Copyeditor/Proofreader: MacLaren McCann (October 2010 – June 2014)

Edited and proofread print and digital ads, direct mail campaigns and catalogue copy for GM and Apple.

Public Sector

Government of Ontario, Cabinet Office, Communications (*April 2008 – June 2010 contract*)

Writer, editor: Prepared strategic, tailored messages, speeches and other communications material on behalf of the Premier of Ontario and Cabinet Ministers for large events and for publication in commemorative material in a high-pressure environment under tight deadlines. Liaised with Premier's Office political staff to help ensure correct and consistent style and tone in all messages; researched all organizations to ensure messages conveyed cultural and linguistic sensitivity.

Government of Ontario, Ministry of Health and Long-Term Care (July 2005 – March 2008)

Writer, editor: Wrote, edited and researched communications and correspondence from MPPs, stakeholders and the general public on behalf of the Minister of Health and Long-Term Care; managed public health and regulated health portfolios, both high-volume, complex portfolios; observed Freedom of Information and privacy standards and ensured AODA compliance in all applicable materials.

Canada Council (September 2008 – project)

Grant Writer: Researched and wrote Canada Council grant proposal for 2004-2005 season; developed narrative justification for grant. Canada Council awarded full amount of grant for that season.

Publications and Productions

- ❑ *This Way Out* (one-act play) Finalist, 2017 Strawberry One-Act Play Festival in Manhattan
- ❑ *Intermission Magazine* – (feature) Summer 2020: *A Man, A Rope, A Cowboy*
- ❑ *Intermission Magazine* (feature) February 2021: *At the Tip of the Point of a Sword*
- ❑ *Hamilton Magazine* – (guest column) Summer 2018: *Tales of a Neophyte Fringer*
- ❑ *Hamilton Magazine* – (contributor) Winter 2019: *A James of All Trades*
- ❑ *Hamilton Magazine* – (contributor) Spring 2019: *Blonde Ambition*
- ❑ *Hamilton City Magazine* (contributor) December 2022: *Pitch Perfect*
- ❑ *Reader's Digest* - Spring 2015 (guest column)
- ❑ *Upbeat* - June 2014 (guest column)
- ❑ *Double Reed* (music journal) Winter 2011: *The Hourglass* (creative non-fiction essay)
- ❑ *Jelly Bucket* (literary journal) Winter 2012: *The Harpist and the Harp* (creative non-fiction essay)
- ❑ *Stone Highway Review* (literary journal) Spring 2012: *O Exótico* (creative non-fiction essay)
- ❑ *Four-Cornered Universe* (U.S. online journal) February 2010: *Nothing to Declare* (guest column)
- ❑ *Marketing Magazine* – Winter 2007: *My Metamorphosis* (feature article, humour)
- ❑ *Toronto Star* – July 2005: *I love Summer in the Wintertime* (guest column, humour)
- ❑ *Toronto Star* – August 2005: *Sumptuous Strings* (guest column, non-fiction ages 6-9)
- ❑ *National Post* – August 2005: *A Sucker Born Every Minute* (guest column, humour)
- ❑ *Beach-Riverdale Mirror* – June 2007: *Welcome to the Neighbourhood* (guest column, humour)
- ❑ *Mind, Body & Spirit Magazine* – May 2006: *At 40* (guest column, humour)
- ❑ *Nigeria, the Land, People and Culture* – Crabtree Publishing, 2000

Education & Professional Affiliations

- ❑ Ryerson University: Diploma, Editing, Publishing
- ❑ George Brown College: Editing Certificate
- ❑ Humber School for Writers: Creative Writing Certificate
- ❑ Member: Professional Writers Association of Canada (PWAC)