

# TAMMY SUTHERLAND

sutherland.tammy@gmail.com (416) 999-4311

## SUMMARY OF QUALIFICATIONS

- Experienced, deadline-driven writer, editor, communicator and content strategist
- Detailed and organized project manager, comfortable multitasking and taking on varied responsibilities in a high volume, fast-paced environment
- Proficient with Mac and Windows, MS Office Suite, AEM, Adobe Omniture, Agile, Trello, InCopy/InDesign, Photoshop and experienced with CMS systems and social media
- Friendly, outgoing, creative team player

## RELATED WORK EXPERIENCE

### 2018-Current: **Advisor, Internal Communications**

Canadian Tire

- Leading employee communications strategy, planning, execution and measurement on multiple channels including internal social media and video
- Providing presentation, writing and communications engagement support to a range of business leaders
- Working with PR and Events teams to conceptualize and create employee engagement events
- Collaborating with cross-functional teams to prioritize communications priorities
- Mentoring and delegating tasks to the team's Coordinator and Specialist

### 2015-2018: **Editor, Digital E-commerce Content**

Canadian Tire

- Two years as the sole editorial member for the Digital Content team, creating a diverse, high-volume of content, including video scripts, SEO copy, emails, page content, display copy and banners
- Helped grow online sales by 100% YOY and organic search by 47%
- Strategizing with brand managers to support private label brands with brand specific content and voice
- Recruiting, hiring and training contract copywriters
- Interviewing social media influencers to create content in their voices

### 2014-2015: **Managing Editor** (contract)

Rogers Publishing – *Today's Parent*

- Creating lineups and writing, assigning and editing all *Today's Parent Toronto* content, working with the Toronto sales team on special initiatives
- Creating lineups and handling special interest publications
- Contributing to ideation and managing content for advertising partnerships
- Writing, assigning and handling content for all channels
- Contributing to ideation and content for a new parenting app

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## 2012-2014: **Deputy Editor**

*Inspired Magazine* (Sobeys) (Totem/TC Media)

- Story ideation and creation, both internally and with the client for 7 versions of *Inspired*
- Managing a team of editors and interns, assigning and editing, story packaging, hiring, mentorship and reviews
- Recipe ideation, tastings, editing and proofing.
- Assisting the editor in creating cross-platform content plans, including email newsletters, online projects and regional specialization, based on client's business objectives
- Managing the implementation of client feedback

## 2008-2010: **Managing Editor**

*CAA Magazine* and *CAAMagazine.ca* (Totem/TC Media)

- Writing, commissioning and editing columns and features for 4 versions of *CAA Magazine* and the corresponding website *CAAMagazine.ca*
- Creating and revising editorial schedules and managing workflow between clients, editorial, art and production
- Brainstorming, creating and executing multiplatform campaigns based on client business objectives and advertising targets
- Responding to reader feedback and acting as a representative for the publication

## 2002-Current: **Freelance Writer**

- Published articles in *Today's Parent*, *House & Home*, *HuffingtonPost.ca*, *Canadian Living*, *CanadianLiving.com*, *Reader's Digest Best Health*, *BestHealthMag.ca*, *Homemakers.com*, *ElleCanada.com*, *Wish*, *Sweetspot.ca* and *NOW Magazine*
- Custom content for consumer packaged goods, including Patak's, Blue Dragon and Pure Leaf

## 2007-2008: **Associate Editor**

Kraft's *What's Cooking*, *Seasons*, *LendingTree.com*, *Rubbermaid.com* (Redwood)

- Writing and editing content and recipes for both print and online publications
- Building out production schedules and managing the workflow between editorial and production for *LendingTree.com* and *Seasons*
- Presenting pages to clients and liaising with project managers regarding client needs and changes in story directions

## EDUCATION

Book and Magazine Publishing Program with honours, Centennial College

Editing Certificate, George Brown College

Music Theatre Performance, Sheridan College