

**TINA SIEGEL**  
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## **PROFILE:**

I'm an evocative and versatile writer with superior communication skills and over a decade of experience. My background includes producing book and music reviews, media releases, newspaper columns, newsletters, client testimonials, website and social media copy, marketing materials, short stories, and flash fiction. I've studied with both Camilla Gibb and Shaughnessy Bishop-Stall to hone my skills, and maintain a blog in my spare time. I love to write, and I can speak to any audience, from any platform, for any purpose. My online portfolio can be viewed at: <https://tinasiegel.journoportfolio.com>

## **WRITING, CONTENT CREATION, AND EDITING EXPERIENCE:**

March of Dimes Canada - November 2015 to present

### **PR and Media Coordinator**

- Write targeted and timely newsletters for internal and external audiences
- Create releases and advisories that earn coverage for events and programs
- Improve existing marketing material by editing for grammar, style, and consistency
- Produce quarterly reports that provide concise analysis of media coverage
- Interview clients and create testimonials that demonstrate program impact
- Repackage existing content to fit specific audiences, purposes, or platforms
- Write event scripts and notes tailored to specific speakers and audiences

### **Accomplishments**

- Created and distributed weekly staff newsletter
- Wrote media releases that earned coverage
- Improved marketing materials with editing and feedback
- Sourced and wrote client stories for annual report

Runnymede Healthcare Centre - October 2015

### **Communications Specialist**

- Suggested topics for social media content and created appropriate posts
- Created social media content based on topics provided by supervisor
- Proofread internal communications pieces
- Supported event planning and co-ordination

### **Accomplishments**

- Successfully created tailored content that reached followers and attracted engagements

Provincial Campaign - Joe Cimino, Candidate 2014

**Social Media and Media Relations Coordinator**

- Wrote and edited social media content for Facebook and Twitter that attracted followers with interesting, relevant content that emphasized key messages
- Managed messages and comments on social media properties
- Monitored news sources for social media content and issues of potential concern
- Built relationships and support by engaging with followers (including local media representatives)

**Accomplishments**

- Successfully increased followers and engagements on social media properties

DYZ Media – Epilogue First 2013 –2014

**Web Content Writer**

- Wrote and edited reviews of books including fiction, non-fiction, short stories, biographies and poetry
- Created engaging and high-quality content
- Independently conceived, produced, and submitted reviews on-deadline

**Accomplishments**

- Increased output from 500 to 800 words per month
- Consistently earned 4 and 5 star ratings from editors

University of Toronto, The Language Gallery, Laurentian University 2011-2013

**Instructor** (*contracted as teacher of English as a second language*)

- Created and delivered concise, engaging English language lessons
- Sourced, organized, and prepared appropriate support material

**Accomplishments:**

- Guided students to successful completion of various levels of English language development

Environmental Communication Options 2008 – 2010

**Media Coordinator, Logistics and Outreach**

- Contributed to development and implementation of media relations strategy
- Wrote and edited media advisories and press releases

**Accomplishments**

- Earned coverage in local and regional media for client

Government of Ontario 2006 - 2008

**Marketing and Communications Intern**

- Composed accurate and concise briefing notes
- Researched and compiled reports on industry standards and best practices

**Accomplishments:**

- Assisted in liaising with media representatives and local businesses during familiarization tour

Northern Lights Festival Boreal

**Media and Marketing Co-ordinator 2006**

- Wrote media releases and articles for local newspaper
- Liaised with media to arrange interviews with performers and Festival representatives

**Accomplishments**

- Earned media coverage in major local outlets
- Represented festival in local print and broadcast media

Cinefest Sudbury Film Festival

**Government Relations Co-ordinator 2005**

**Industry Forum Assistant 2004**

- Wrote and edited applications for government funding
- Created and edited guest biographies for official program
- Reviewed and edited marketing materials for consistently high quality

**Accomplishments:**

- Won government grants to support Festival operations
- Executed successful workshop program from conception to implementation

**VOLUNTEER EXPERIENCE**

Sudbury Living Magazine: **Freelance Contributor – Book Reviews** 2015-present

CKLU/The Lambda: **Freelance Contributor – Music Columnist** 2015-present

Fading Ways Music Canada: **Director -Canadian Operations** 2006 - 2011

The Sudbury Star: **Weekly Columnist** 2004-2006

**EDUCATION:**

**Post-graduate Public Relations Diploma**, Cambrian College, Sudbury 2015

**Post-graduate Certificate in Creative Writing**, Humber College, Toronto 2014

**Master of Arts in Communication Studies and Social Justice**, University of Windsor, Windsor 2004

**COMPUTER SKILLS**

- Microsoft Office Suite (advanced)
- G-Suite (advanced)
- Adobe InDesign (basic)

**SOCIAL MEDIA SKILLS**

- Sourcing and creating content tailored to platform
- Attracting and engaging followers
- Managing updates across multiple platforms with Hootsuite