Amanda Smith-Barrett

SENIOR EDITOR / COPYWRITER / CONTENT SPECIALIST

514.919.7389 | a.smithbarrett@gmail.com | Montréal, QC

Professional Summary

A versatile communications professional with 20 years of experience in creating clear, compelling content across multiple subject areas and formats. Strong background in copywriting, editing, editorial strategy, content development, and project coordination. Skilled at balancing editorial quality, accessibility, deadlines, and competing priorities while collaborating effectively with cross-functional teams.

Core Skills

EDITORIAL: Developmental & Copy Editing | Proofreading | Content Strategy | Style & Tone | Fact-Checking | Editorial Standards

COMMUNICATIONS: Copywriting | Audience-Focused Content | Plain Language | 508 Compliance | Digital Content | Technical & Complex Information

PROJECT MANAGEMENT: Editorial Workflows | Multiple Concurrent Projects | Stakeholder Management | Deadlines & Production Schedules | Cross-Functional Collaboration

Experience

QuickSeries Publishing, Inc. | Senior Editor **2018-2026**

- Developed and edited 500+ pocket guides and outreach materials for a diverse portfolio of public and private organizations
- Researched a wide variety of topics to build in-house materials
- Partnered with design and sales teams to shape, refine, and deliver high-quality products on schedule
- Coordinated with marketing team to create and launch catalogues and other promotional materials for corporate website and social media
- Contributed to editorial process, style guidelines, and quality-control practices to improve consistency across communications

4th Whale Marketing | Customer Engagement Coordinator **2015-2018**

- Managed routine operations for 3 online properties (comment moderation, sign-up approval, customer relations)
- Travelled to industry conventions to promote brand and services, forge new business connections, and foster existing relationships
- Created and curated content for multiple social media feeds

4th Whale Marketing | Managing Editor **2009-2015**

- Wrote 25+ long-form website reviews while adhering to a strict weekly quota
- Chaired weekly meetings for a team of 6+ copywriters to track progress and manage editorial calendar
- Crafted and finalized text and creatives for weekly newsletter, blog, and social media feeds

STA HealthCare Communications | Junior Editor **2008**

- Oversaw the creation of 2 monthly medical journals from concept through final delivery
- Liaised with content contributors to nurture partnerships and provide status updates

Selected Subject Matter Expertise

Health & Wellness | Emergency & Disaster Preparedness | Community Outreach | Government & Military

Education

Bachelor of Arts (B.A.) in English Literature

Concordia University, Montréal, QC

Diplôme d’études collégiales (DEC) in Creative Arts

Dawson College, Montréal, QC

Tools/Technology

- Microsoft 365
- Google Workspace
- Adobe Acrobat
- WordPress
- Various CMS platforms