

OBJECTIVE

To offer my services in writing, marketing, and content creation.

My passion is *words*—writing, researching, reading, copy editing, reviewing, headlines, keyword trends, and blogging. When I completed my degree in English Literature, I knew that I wanted to take my years of academic and professional experience into a career of writing and publishing, particularly with a digital focus.

WORK EXPERIENCE**BLOG WRITER AND MARKETING ASSISTANT** | Dec. 2019 - suspended due to COVID-19

Lloyds Travel & Cruises, La Casa Cottages, and Breakaway Vacations

- Social media management of three different Instagram and Facebook accounts, each with unique content and voice
- Blog writing for several online properties about vacation homes, travel ideas, Okanagan activities, location spotlights, and more
- Basic graphic design for social posts and blog headers
- Writing copy for eNewsletters relating to new promotions, travel advisories, and/or special deals
- In-person marketing meetings and brainstorming, as required

COPYWRITER | Dec. 2018 - present

Black & White Zebra, Vancouver

- Follow extensive article briefs to write on technology, SaaS, digital project management, software reviews, and more
- Create listicles of software centered on a theme (ie. Digital Assets Management, or Wireframing Tools)
- Research and review software, including sourcing images
- Incorporate an extensive list of SEO keywords into each article, targeting headlines to maximize search engine impact

COPYWRITER | Dec. 2015 - present

Quietly Media, Vancouver

- Blog writing for a variety of clients on behalf of Quietly Media, ranging from interior design, apps and technology, social issues, food, popular culture, trademark law, and more
- Consistently write compelling copy that also sells a product or service
- Strategize with editors to come up with article content and formats
- Maintain different brand voices so that each article feels authentic and part of a larger brand story; easily switch from professional to conversational, depending on the brand's needs
- Stay abreast of trending topics in the news and social media in order to make all content feel uniquely current and relevant
- Work independently while meeting strict weekly deadlines
- Incorporating editor feedback into articles
- Research complex topics and then convey them in a digestible way to readers

TECH & DIGITAL PROJECTS ASSISTANT | Feb. 2016 – Dec. 2017*Greystone Books, Vancouver*

- Helped write, copyedit, distribute, and publicize press releases for new titles as they were either acquired or launched
- Organized social media updates daily (nearly doubled follower count on Twitter and Facebook)
- Website maintenance: adding images, blog posts, book excerpts, customized recommendations, and reviews to cite
- Proofed ebook files before publication, checking for working bookmarks and links
- Wrote and designed the Greystone Newsletter (quarterly + special promotions)
- Created a “Social Media Guide” package for authors; prepped other social media strategies
- Researched and targetted bloggers/influencers/media for product promotion
- Read competitor products and developed reports on how our stories could stand out from them

FILM INTERNSHIP | Jan. 2015 – Mar. 2015*40 Below Productions and 12-Point Media, Edmonton*

- Assisted with various administrative duties, including scheduling, phone and email queries, cleaning, IMDB maintenance, supply runs, and driving/delivery
- Worked on-set as Locations Assistant
- Worked on-set as Second Camera Assistant (on location near Jasper)
- Was offered a permanent, paid position after my term ended

EDITORIAL ADMINISTRATIVE ASSISTANT | Apr. 2011 - Aug. 2013*Lake: A Journal of Arts and Environment, Kelowna*

- Website maintenance, including editing and content production
- Organized Issue 7 and 8 launch parties, including PR, invitations, promotion
- Promoted an Issue 8 nonfiction contest online—doubled the number of entries expected
- Basic photography, Photoshop, Illustrator, and graphic design as needed

PROFESSIONAL DEVELOPMENT**FIPP World Media Conference in Las Vegas, Nevada** | 2019

- I was selected from a list of potential applicants to attend the 2019 FIPP World Media Conference on a grant through Magazines BC
- Through this, I learned invaluable information about publishing, technology, trends, networking, marketing, and more

AWARDS AND RECOGNITIONS**SSHRC GRANT FOR GRADUATE STUDENTS RECIPIENT** | 2014-2015

- Research grant for humanities students attending Graduate school. Included submission of a research project proposal and several post-secondary references.

GRANT MACEWAN LITERARY ARTS SCHOLARSHIP AWARD WINNER | 2011

- Awarded for submission of a short story ("Headshave"), detailed budget, cover letter, and post-secondary reference

EDUCATION

BACHELOR OF ARTS | Aug. 2014
English Literature (Honours)

MASTER OF ARTS | Sept. 2015
English and Film Studies