

## **Career Objective**

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To provide clients with writing that meets their needs and exceeds their expectations.

To see a sample of my work please visit: [docs.google.com/presentation/d/16EF8wb-TxGRoqdc6LaUXUrz7QnxDr97F99wPWjfHu-c/edit?usp=sharing](https://docs.google.com/presentation/d/16EF8wb-TxGRoqdc6LaUXUrz7QnxDr97F99wPWjfHu-c/edit?usp=sharing) and press present.

## **Skill Highlights**

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- **Broad freelance and copywriting experience encompassing advertising campaigns and content across all mediums, blogs, articles, scripts, newsletters, internal and external marketing communications, landing pages, banner ads and e-books**
- **Content and SEO writing experience- writing content pages, revising existing content to include SEO and for clarity, writing engaging blog posts that use provided keywords with outbound/inbound links**
- **Proven ability to meet deadlines and exceed client expectations**
- **Works well independently and as part of a team**
- **Experience in diverse work environments-working abroad, in-house, and remotely**
- **Able to push the creative envelope while retaining brand identity-making information interesting and accessible**
- **Fluent in conversational Dutch**

## **Experience**

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### **Freelance Writer/Contract Experience**

#### **Current Position: KEVLLAR (Digital Marketing Firm) Freelance Content Writer, Remote**

Currently providing content for this client's website as well as content for their other clients, including rewriting existing landing pages, expanding content and blog posts. Providing SEO driven blogs with internal and external links for their client's as well as their home site.

#### **April 2014-Jan 2015 MABEL'S LABELS (e-commerce) Hamilton, Ontario Copywriter/Remote**

Contracted to cover a maternity leave at this e-commerce company, Mabel's Labels—Canada's leading provider of personalized labels.

Responsible for all company communications such as:

Advertising campaigns—print (for magazines such as Today's Parent and Jump-In) in-store communications including international campaigns for stores such as Walmart and Target, digital ad campaigns for Mabels.com as well as their affiliates, social media tie-ins, including banner ads, email campaigns and landing pages

Marketing materials- print and digital marketing materials including: company brochures, material for tradeshow, newsletters, promotional and fundraising campaigns, e-book for new product launch

Social media—wrote blogs and edited posts from company partners and guest contributors

## **Lisa Van Meeteren Writer Resume**

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**Involved with all communications on behalf of company founders—editing/writing their articles for newspapers and magazines, creating interview responses, completing and submitting awards applications**

**My contributions helped to push the creative envelope while retaining brand identity, launch two new product lines and gift cards and re-launch their website and brand by providing all new copy and edits for the website re-design.**

### **April 2013-Jan 2014 BALANCE POINT HEALTH CENTRE Oakville, Ontario Writer**

**Provided blogs to convey important health information in a relatable and approachable manner. Co-wrote a cookbook /nutritional guide with the owner of the centre-making health information more accessible. Now available as an e-book and in hard copy.**

### **Past Experience**

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#### **SONY CANADA, Markham, Ontario/ Freelance Copywriter**

**Started off in digital department—assisting in the launch of their website, rewriting product information to offer clear explanations of technical features for consumers  
Contract extended-accepted offer to work in their in-house advertising department  
Created campaigns for magazine, newspaper, transit and POP for various products  
Assisted with the development and editing of a Media Log, a marketing tool that provides Sony's distributors with key selling information  
Asked to return a year later after the contract finished**

#### **LOWE RMP DIRECT (Advertising Agency) Toronto, Ontario/ Freelance Copywriter**

**Wrote direct mail campaigns/brochures for clients such as Sony Canada and Expedia.com.**

#### **LEO BURNETT ADVERTISING Toronto, Ontario Junior Copywriter (Internship)**

**Worked independently and in conjunction with senior creatives to create campaigns for print, television tags, radio, and outdoor, and promotional materials.  
Clients included: Proctor and Gamble (Secret deodorant), Kellogg, Visa, Hallmark Cards, and Trimark Insurance.**

#### **EXPATICA COMMUNICATIONS, Amsterdam, the Netherlands Writer/Marketing Assistant**

**Wrote and distributed promotional/advertising materials for Expatica.com, a website that provides English speaking expatriates living in the Netherlands with practical information in their native tongue.  
Assisted with the launch of the site into Belgium.**

#### **SAKO INTERNATIONAL GRAPHICS, Markham, Ontario Copywriter**

**Worked directly with the company President of this graphic design firm creating business to business brochures, corporate reports and proposals, and ads for clients such as Braun and Longo's and editing all company materials.**

**Education**

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**HUMBER COLLEGE Toronto, Ontario, Canada**

**Post-graduate Certificate in Media Copywriting**

**RYERSON POLYTECHNIC UNIVERSITY Toronto, Ontario, Canada**

**Bachelor of Arts Degree Radio and Television**