

OBJECTIVE

A challenging creative position in a fast-paced, deadline-driven environment, focusing on the writing, editing and design of print or electronic media.

PROFESSIONAL EXPERIENCE

Senior Content Writer

eDynamic LLC, June 2011-Present

Responsibilities include:

- Writing various marketing materials, both for internal use and client use
- Projects include copy for Web sites, case studies, sales decks, Webinars, video scripts, white papers, newsletters, sales e-mails and more
- Managing and updating the company's corporate Twitter account
- Developing content for customer-facing blogs
- Proofreading and editing internal and client documentation.

Marketing Jack-of-all-Trades

Freelance/Contract, 2004-Present

Tackled a variety of projects for a variety of companies, including:

- The Bisland Dance Centre: Ongoing Web site maintenance and minor Web design
- Connect to the Core Inc.: Writing and designing brochures and client documentation
- Pinch Hitter Media: Web site design
- The Price Group Marketing: Designing corporate communications collateral
- Rosedale Magic Club: Web site design and maintenance, including blog and forum management
- Fox-Tek Systems: Writing and editing user documentation.

Marketing and Promotions Specialist

MSR eCustoms, 2006-June 2011

Responsibilities include:

- Writing and design of various marketing materials, including Web sites, brochures, white papers, RFP/RFQ responses, posters, advertisements, presentations and e-mails
- Developing new directions for marketing of existing products; implementing strategies through new Web sites and print marketing materials
- Managing pay-per-click online advertising and search engine optimization efforts, including Google AdWords, LinkedIn, Yahoo Search Marketing
- Developing direct marketing campaigns, including writing and design of e-mail blasts and fax blasts
- Developing and writing/maintaining a customer-focused blog.

Marketing Writer

Optech Inc., 2001-2005

Responsibilities included:

- Writing all external marketing materials such as press releases, brochures, posters, Web site copy, ad copy and articles for industry trade magazines
- Creating/writing internal communications such as the company's corporate newsletter and various forms
- Proofreading and editing user manuals, technical documents, reports, white papers and contracts
- Designing and laying out marketing materials on an as-needed basis (as a backup to the regular graphic artists)
- Coaching and playing for the company softball team and organizing weekly company basketball games at a nearby rec center.

PROFESSIONAL EXPERIENCE (CONT'D)

Writer/Graphic Designer

MDR Switchview Global Networks Inc., 2000-2001

Responsibilities included:

- Writing and designing marketing materials, including press releases, ads and brochures
- Writing, designing and laying out user manuals for software and Web application offerings
- Writing internal documents and support manuals for the company's service/ support representatives.

Staff Writer

Computer Dealer News magazine, 1999-2000

Responsibilities included:

- Writing and reporting news, feature reports, analyses, company profiles and product reviews
- Interviewing sources for stories, both on the telephone and in person
- Attending user conferences, corporate events and conventions.

Proofreader/Researcher

Plesman Communications Inc., 1998-1999

Responsibilities included:

- Proofreading/checking copy for errors for six different trade publications covering the high-tech business sector, including *Computer Dealer News*, *Computing Canada*, and *eBusiness Journal*
- Assisting in on-screen editing
- Writing market trend articles and product reviews for *Computer Dealer News*.

EDUCATION

- Graduated Sheridan College, Oakville, Ontario, June 1998; Granted diploma in Print Journalism
- Graduated Lorne Park Secondary School, Mississauga, Ontario, June 1995; Granted Ontario Secondary School Diploma

COURSES

- *Search Engine Strategies, Summer 2007*
Two-day conference on search engine optimization, pay-per-click advertising and Web marketing.
- *Content Week, Summer 2004*
Two-day conference spotlighting effective use of Web site content.
- *Creative Marketing Conference, Spring 2003*
Two-day conference on enhancing corporate marketing techniques and strategies.
- *Killer Creative Techniques for Adobe Photoshop, Fall 2002*
One-day conference spotlighting advanced photo-editing techniques for Adobe Photoshop.
- *Adobe Photoshop conference, Summer 2002*
Two-day conference offering design tips and tricks for Adobe Photoshop

OTHER SKILLS

Computers & Software

- Adobe Photoshop, Illustrator, Acrobat/Exchange, Framemaker, InDesign; Quark Xpress; Microsoft Office
- Basic HTML programming and Web site design (Adobe Dreamweaver), including SEO/SEM
- Google AdWords, Analytics, Webmaster Tools
- Wiki, blog, and forum/message board management
- Familiar with both Mac and PC environments

References and full portfolio available on request