

Nicola Brown

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PROFESSIONAL SUMMARY

COMMUNICATION PROFESSIONAL

International award-winning writer, editor and communication professional with over 4 years of education and experience across a wide array of disciplines including publishing, digital media, corporate communications, travel and advertising. A passionate, flexible, entrepreneurial spirited individual that is adaptable amongst changing circumstances and takes initiative. Experienced in developing and writing short and long form content, plus identifying business gaps and crafting creative solutions. An ambitious self-driven team player with strong leadership and collaboration skills.

AREAS OF EXPERTISE

- ◆ Digital Copywriting & Content Strategy
- ◆ Blogging, Social Media, Community Management
- ◆ Brand Development
- ◆ Industry Research & Data Analysis
- ◆ Creative Storytelling
- ◆ Meticulous attention to detail
- ◆ Strong connections to education sector
- ◆ Twitter, Facebook, HootSuite, Tumblr

CAREER EXPERIENCE

Freelance Copywriter & Editor

2011 – Present

Provided writing, editing and communication consulting services for a broad range of clients in different industries across Canada

- **ChallengeU** (2014) – Education technology startup
 - Write weekly blog posts on education technology topics to establish the company as a thought leader in the industry and contribute to content marketing efforts
 - Examples: “Watch and Learn: The Secret to More Effective Teaching,” “Google Glass Could Open Doors for Educators”
- **Institute of Communication Agencies** (2014) – Non-profit association for Canadian communication agencies, representing 75%+ of all national advertising:
 - Wrote and edited website content for a target audience of students and young professionals across Canada interested in pursuing a career in advertising
 - Interviewed more than 10 advertising professionals, many at the senior management level, from leading advertising agencies across Canada
 - Conducted extensive industry research and analysis
- **Travel+Escape (Blue Ant Media)** (2013) – Top-rated national TV channel, website, & award-winning digital magazine:
 - Wrote over 25 travel articles and breaking news stories
 - Examples: “Lost Mayan City Discovered in Aerial Photographs,” “Discover Southern France’s Ancient Underworld,” “Great Barrier Reef Could Soon Be On UNESCO’s ‘In Danger’ List”
- **HomeSav** (2012) – E-retailer of modern furniture and home décor:
 - Wrote over 10 design and lifestyle articles to provide value-added content for e-retail customers
- **Reason Partners** (2011 – 2012) – Advertising agency:
 - Wrote and edited corporate website content and investor relations materials including press releases, executive bios, company profiles, marketing/promo copy, legal documents, whitepapers, brochures, presentations
 - Conducted extensive industry research and analysis

Associate Editor

2013

Travel+Escape (Blue Ant Media) – Top-rated national TV channel, website, & award-winning digital magazine

Co-managed the editorial calendar and content strategy for the website and social media channels, and served as a primary editor for the award-winning digital magazine.

- Performed substantive editing, copyediting, fact checking and proofreading for the Travel+Escape digital magazine awarded “Travel Magazine of the Year” in 2013, edging out National Geographic Traveler for the title
- Edited and published 4-5 travel articles per day, wrote news stories, headlines, article synopses, SEO tags and social media content daily, using the WordPress CMS

- Co-managed large social media accounts of 45K+ (Twitter) and 60K+ (Facebook) followers
- Created and maintained an in-house style guide to ensure ongoing editorial consistency and on-brand content based on Canadian Press (CP) style
- Conducted quality assurance testing for iPad and iPhone digital magazine apps

Social Media Manager

2013

My Elephant Brain – Toronto-born software startup for a memory-training educational application

- Created and managed Facebook and Twitter accounts, Tumblr blog and website content to build the company's digital presence from the ground up
- Established brand positioning, core values and personality to build brand presence across multiple marketing channels
- Developed, identified and executed content marketing strategies and editorial roll-out schedules
- Grew base of followers on Facebook and Twitter from 0 to 128 in under two months with no marketing budget

Editor-in-Chief

2010-2011

On the Danforth Magazine – Local Toronto biannual student-produced magazine

- Directed and managed a team of 32 in the production of an unprecedented 68-page spring issue of the magazine that netted the highest production budget from advertising sales in the history of the publication
- Lead all teams across editorial, sales, design and production departments
- Developed brand positioning, vision, personality and editorial content while assuming a hands-on role in conceptualizing, writing, editing, interviewing, designing, selling ads, prepress preparation and proofing activities
- Chaired weekly editorial meetings to establish schedules, reinforce deadlines, foster teamwork and a results-oriented work ethic

Internships

2005; 2011; 2012

John Wiley & Sons; Penguin Group UK; Kobo – Global publishing companies

- **John Wiley & Sons:** Gained a broad range of publishing experience in editorial, sales, publicity, production, human resources and customer service departments
- **Penguin Group UK:** Authored a children's book licensing LEGO and Pirates of the Caribbean; copyedited and proofread book manuscripts; created Excel databases for tracking licensing contracts; performed cartographic and image indexing for Rough Guides travel books
- **Kobo:** Performed merchandising activities for international e-retail website storefronts (UK, AUS, NZ, NL, FR); assisted in launch of localized storefronts for South Africa and Portugal; wrote and edited website, Facebook, and email newsletter copy reaching millions of customers worldwide; trained new interns

EDUCATION, PROFESSIONAL DEVELOPMENT & AFFILIATIONS

Master of Professional Communication

2013-2014

- Ryerson University, Toronto, Ontario; GPA: TBD

Post-Graduate Diploma with High Honours in Book and Magazine Publishing

2010-2011

- Centennial College, Toronto, Ontario; GPA: 4.3/4.5 (cumulative)

Honours Bachelor of Science with Distinction in Psychology & English

2006-2010

- University of Toronto, Toronto, Ontario; GPA: 3.8/4.0 (final year)

Affiliations

- **Member of the International Association of Business Communicators (IABC)**
- **Member of the Professional Writers Association of Canada (PWAC)**
- **Board Member of the Ryerson Professional Communication Alumni Association (PCAA)**

AWARDS

International Association of Business Communicators (IABC) Gold Quill Award

2014

- Internationally recognized award for excellence in communication strategy; received over 800 entries worldwide in 2014
- Project: A Content Strategy Report produced for the RTA School of Media at Ryerson University in Toronto

Ryerson University Master of Professional Communication Graduate Award

2013