



# Suzanne Gardner

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## SKILLS

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- Superior communication skills:
  - **Written:** press releases, blog posts, news articles, newsletters, and website copy.
  - **Verbal:** conducting phone and in-person interviews and being interviewed for print, radio, and TV.
- Hard-worker with proven experience executing engagement campaigns using social media, including blogs and social networking sites (Facebook, Twitter, LinkedIn, YouTube, Flickr, etc.).
  - Creating profiles and promoting author presence on leading online bookseller sites (Amazon, Chapters) and reading-centred social networking sites (Goodreads, LibraryThing, and Shelfari).
- Experienced in event planning for fundraisers, conferences, lecture series, and workshops.
- Proficient with Microsoft Office, Adobe InDesign and Photoshop, in both Mac and PC environments.
- Advanced knowledge of WordPress, Blogger, and other online tools; basic knowledge of HTML.
- Familiar with the Canadian Press Style Guide, the Chicago Manual of Style, and standard editorial markup.

## RELEVANT WORK EXPERIENCE

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### Author, Freelance Writer and Freelance Editor

*September 2009 - present*

#### Various publications and companies, Toronto

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- Co-wrote *Don't Stop Believin': The Unofficial Guide to Glee* for [ECW Press](#), published in September 2010. Promotes book through [Glee fan blog](#) and by working closely with publicist to explore opportunities for promotions.
- Writes feature articles and reviews of adult and children's books for [Quill & Quire](#) magazine.
- Writes reviews of products and businesses for [Sweetspot](#).
- Writes encyclopedia entries on Canadian authors for [The Canadian Encyclopedia](#).

### Community Coordinator

*January 2011 - August 2011*

#### [Applied Arts Magazine](#), Toronto

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- Coordinated and created editorial content for the magazine's website, [daily blog](#), bi-weekly e-newsletter and social media channels, and expanded and engaged the magazine's online community through these sites.
- Managed and created content for the magazine's social media channels (primarily [Facebook](#), [Twitter](#), [LinkedIn](#))
- Developed new digital strategies to increase online traffic and print magazine readership.
- Tracked social media and website metrics and compiled regular reports on this data.
- Attended events in the creative community to develop offline relationships and promote the magazine.

### Web Writer and Social Media Assistant

*May 2010 - October 2010*

#### [Joe Pantalone 2010 Toronto Mayoral Campaign](#), Toronto

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- Wrote 3 to 6 posts per day for the [Mayor Joe blog](#) about Joe's policies, accomplishments and upcoming events, as well as about Toronto events and organizations.
- Managed and created content for the campaign's social media channels ([Facebook](#), [Twitter](#), [Flickr](#), [YouTube](#), [Vimeo](#)) and engaged and attracted supporters and potential supporters through these sites.
- Tracked social media and website metrics and compiled weekly reports on this data.
- Attended events in support of Joe to take photos and videos, livetweet, and talk with supporters and potential supporters.

### Social Media Intern

*April 2010 - July 2010*

#### [Vestiigo](#), Toronto

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- Wrote 2 to 3 original, high quality posts per week for the [Vestiigo blog](#) in order to drive traffic to the site, including at least one member profile and one employer profile.
- Shared content from the blog through social media channels (primarily Facebook, LinkedIn, Twitter, and Sprouter) and generates conversations based on these posts.
- Brainstormed and researched new opportunities and channels through which Vestiigo can increase its member levels and user engagement.

### Author Assistant

*January 2009 - February 2010*

## **Chantel Simmons, Toronto**

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- Promoted Chantel's online presence by managing her Twitter feed, as well as her profiles on book social networking sites Goodreads, LibraryThing, and Shelfari.
- Completed fact checking research, performed substantive edits, and assisted with creating and executing marketing plans for her second novel, published in February 2010.
- Created ideas and solicited designers to help in redesigning her personal website and [iheartintoronto.com](http://iheartintoronto.com), a fashion, beauty, and Toronto-oriented blog. Also acted as a co-contributor to i heart.

### **Editorial Intern**

*May 2009 - August 2009*

#### **Quill & Quire magazine, Toronto**

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- Wrote feature articles, reviews of adult and children's books, and various small pieces for the print magazine.
- Wrote 2-4 news articles per week about the Canadian book industry for the [Quill & Quire Omni](#) newswire, and wrote 4-6 blog posts per week on the [Quillblog](#).
- Conducted phone, email, and in-person interviews, and attended literary events, such as the Griffin Poetry Prize, on behalf of the magazine.
- Edited and proofread articles daily for the blog, newswire, and print magazine.

### **Director of Communications and Co-Founder**

*September 2007 - June 2009*

#### **Laurel Centre for Social Entrepreneurship, Waterloo**

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- One of the lead organizers for events including conferences, lecture series, and workshops.
- Garnered media coverage of events and acted as the main point of contact for all media inquiries.
- Drafted event press releases as well as specialized joint press releases for event sponsors.
- Proofread and oversaw all communications materials, such as posters and the Laurel Centre website.

### **Marketing Assistant**

*January 2008 - August 2008*

#### **Paradigm Electronics, Mississauga**

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- Updated internal product plan, used to document all information regarding products currently in development.
- Proofread internal and external marketing documents, such as product catalogues, manuals, instruction sheets, advertisements and e-memos.
- Completed market research on competitive products and current trends in the home electronics world.

## **OTHER WORK EXPERIENCE**

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### **Co-creator and Baker (volunteer)**

*June 2009 - October 2009*

#### **CupcakeCamp KW, Waterloo**

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### **Senior Editor (volunteer)**

*October 2008 - March 2009*

#### **On the Danforth magazine, Toronto**

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### **Assistant Editor-in-Chief & other editorial roles (volunteer)**

*September 2006 - April 2007*

#### **Imprint Publications, Waterloo**

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### **Special Events Coordinator and Administrative Assistant**

*Summer 2005, 2006, 2007*

#### **Canadian Cancer Society, Brampton**

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*September 2007 - January 2008*

## **EDUCATION AND TRAINING**

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### **Graduate Certificate in Book and Magazine Publishing, Centennial College**

*September 2008 - April 2009*

- Received a Graduate Certificate with Honours in Book and Magazine Publishing.

### **Bachelor of Arts in Honours English Literature, University of Waterloo**

*September 2003 - August 2007*

- Received a Bachelor of Arts Degree in Honours English Literature.