



# ALLIE EMBERSON

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 [allie-emberson.com](http://allie-emberson.com)



An emerging publishing professional looking to provide the skills I have acquired from education in both environmental science and creative writing & publishing to bring value to an impassioned writing, marketing, and/or editorial role.

## SUMMARY OF SKILLS & QUALIFICATIONS

- Experience writing and editing for print, web, and social media content covering topics such as business, environmentalism, and culture
- Professional/technical writing and editorial expertise of memos, letters, reports, and presentations following industry best practices in substantive, line, and copy-editing tasks
- Effective at working individually and in teams to facilitate manuscript development for publication
- Strong creative problem-solving skills and ability to adapt complex research to suitable audiences
- Professional proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook)

## EDUCATION

### Honours Bachelor of Creative Writing & Publishing

Sheridan College

Graduated Spring 2024

#### Relevant Applied Experience

- Researched and applied professional writing and publishing theory for specialized and general audiences using industry best practices in substantive, line, and copy-editing
- Wrote and edited critical and creative pieces from outline to revised final draft for a variety of audiences (200-10 000 words), incl. memoirs, creative nonfiction essays, reports, short stories, novellas, scripts, plays, and poetry chapbooks
- Conducted critical analysis and interpretation of a range of important literary texts to identify markets and target content to build audience connection
- Formulated a publisher's strategy for reaching a target audience and reviewed various media used to build audience
- Collaborated in managerial, editorial, and promotional teams of peers to brainstorm and create a professionally-printed anthology: evaluated the suitability of manuscript proposals, prepared revision and rejection letters, and liaised with a wide range of authors on substantive revisions, copy-editing, and proofreading for publication

### Environmental Bio-Resource Management

University of Guelph

2017-2019

#### Relevant Applied Experience

- Wrote scientific and critical research papers and journals about biodiversity and environmental conservation
- Worked in small teams to establish and support sustainable research and business practices surrounding agricultural conservation
- Combined knowledge of science, business, writing, and editing to showcase best practices for creatively sharing knowledge about bio-resource management with different audiences
- Surveyed natural resource economics and wrote reports comparing statistics
- Workshopped diverse experiments and scientific positions

## RELEVANT PROFESSIONAL WORK EXPERIENCE

### Freelance Editor and Writing Consultant

Freelance

Jan 2024-Present

- Assist both private and corporate clients seeking writing, editing, and publishing support
- Ensure that client objectives are met within the framework and schedule we establish together, including the editorial process, production, formatting, and design
- Development and editing of: web content for businesses, print and digital journalism, research reports, poetry chapbooks, short stories, social media author platforms and marketing campaigns, etc.

### Editorial Writer & Coordinator

Perspective Marketing

Sept 2023-Jan 2024

- Compiled research and edited graphics for print in The Globe and Mail
- Assisted with creating editorial and communications campaigns
- Developed storyboards for articles published both digitally and in print
- Learned Perspective's KPI strategy and measurement frameworks for all content
- Found trends for boosting social media views relevant to produced content
- Used audience data to spot opportunities and inform decisions
- Used digital literacy skills to regularly upload blogs and articles across Perspective's platforms

### Customer Experience Representative

Indigo

Jul 2022-Dec 2023

- Created authentic connections with customers to best curate meaningful book and product recommendations
- Maintained relevant knowledge of products, promotions, supply-chain operations, and retail and consumer trends within the book publishing industry
- Consistently engaged in team meetings to generate improvements in customer experience
- Adaptable workflow with engagement between sales, cash, and merchandising responsibilities

### Web Content Writer & Editor

911 Wildlife Pros

Apr-Jun 2022

- Collaborated to create web-based content conveying the company's history, their provided services, and contact information for business consultations
- Proofread and typeset written content to ensure consistency and accessibility across the website
- Made substantive and copy-edits of written work in coordination with the company's voice and intended audience
- Coordinated deadlines with the company to guarantee timely delivery of drafted written content

## OTHER WORK EXPERIENCE

### Sales Representative

ALDO Group

Jun 2019 – Apr 2021

- Provided meaningful customer relationship management and creative problem solving
- Cash management
- Adaptable to seasonal product changeovers and trends
- Understanding of consumer trends and best business practices for sales

### Delivery Driver & Line Cook

Boston Pizza

Jun 2016 – Aug 2017

- Effectively prepared and delivered food to customers in a timely manner
- Collaborative problem solving with back and front of house staff
- Multitasking roles of cook and driver in a seamless and proficient manner
- Cash and PIN machine management
- Contributed to positivity and teamwork during long and busy rushes