

*Mariellen A. Ward*  
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### ***OBJECTIVE and SUMMARY***

A professional, creative and versatile writer, editor, web content and communications specialist, with a B.A. in Journalism and 20+ years of professional experience, seeking a challenging and creative role as a copywriter. Areas of interest and expertise include travel, health and wellness, lifestyle, arts and culture, personal finance and investment.

### ***SKILLS***

- ✦ *Writer* ~ Articles, features, newsletters, brochures, press releases, speeches and more
- ✦ *Editor* ~ Editing, copy editing and proofreading, both print and electronic publications
- ✦ *Online content developer* ~ Content development, writing and editing for websites
- ✦ *Social media* ~ Website and blog promotion using Facebook, Twitter, Stumbleupon
- ✦ *Communications specialist* ~ Public relations strategy, event organization

### ***EDUCATION***

- ✦ *B.A., Magazine Journalism*, Ryerson University, Toronto (1983 – 1986)
- ✦ *Certificate, Leadership and Therapy*, Gestalt Institute of Toronto (1996 – 2002)
- ✦ *Certificate, Yoga Teacher*, Yoga Space, Toronto (2004 – 2005)

### ***WORK HISTORY***

- ✦ *Self-employed writer, editor and content developer*, Toronto (2000 – present)
  - ~ writer, editor and publisher of professional travel blog: [Breathedreamgo.com](http://Breathedreamgo.com)
  - ~ travel and feature writer for various magazines and online publications
  - ~ writer and content manager for WIND Media website (for Trapeze Media)
  - ~ Blog Editor for Aviva Insurance “Let’s Change Insurance” campaign (for Redwood Custom Communications)
  - ~ Contributing editor and feature writer for Canadian Actors Equity Association magazine, EQ
  - ~ Contributor to TD Canada Trust Retirement website (for Ariad Custom Communications)
  - ~ Feature writer for [HealthyOntario.ca](http://HealthyOntario.ca), provincial government health website
  - ~ Developed concept and wrote website for BMO Harris Private Banking
  - ~ Developed content and wrote copy for [MyLeadership.com](http://MyLeadership.com), [Showcase.ca](http://Showcase.ca) and [WNetwork.ca](http://WNetwork.ca)

- ✦ *Copywriter*, Grey Interactive, Toronto (2002)  
~ Created website content, as part of a team of developers, for clients such as *Mars, Crown Royal* and *Centrum*.
- ✦ *Managing Editor*, Ariad Custom Communications, Toronto (1998 – 2001)  
~ Responsible for developing, editing and producing newsletters and e-newsletters for the Canadian market leader in financial and health care custom publishing.
- ✦ *Manager, Public Relations and Promotions*, Sympatico, Toronto (1996 – 1997)  
~ Orchestrated the public relations campaign for the launch of Sympatico.
- ✦ *Director of Marketing and Publicity*, Equity Showcase Theatre, Toronto (1995 – 1996)  
~ Marketed and publicized productions, and organized and promoted special events.
- ✦ *Public Relations Consultant and Account Manager*, Bishop Communications Inc., Toronto (1992 – 1995)  
~ Managed budgets and client relations; supervised staff and projects; acted as media relations liaison; and wrote speeches, press releases and brochures.
- ✦ *Coordinator, Public Relations and Promotions*, Famous Players Inc., Toronto (1987 – 1991)  
~ Duties included consulting to senior management on corporate public affairs; internal communications; and event organization and promotion.
- ✦ *Editorial Assistant*, Flare Magazine, Toronto (1986)  
~ Coordinated all aspects of magazine production, from photo research, through design and layout, to proofreading.

### ***VOLUNTEER EXPERIENCE***

- ✦ *Speaker*, UNICEF Canada (2008-present)  
~ Give fundraising presentations in schools
- ✦ *Fundraising*, World Literacy of Canada (2008-present)  
~ Assist with various fundraising activities
- ✦ *Assistant art therapist*, Art Refuge, Dharamsala, India (2006)  
~ Assisted in art and play therapy in a program for Tibetan refugee children newly arrived in India.

### ***MEMBER***

- ✦ Professional Writer's Association of Canada
- ✦ Travel Media Association of Canada