

# Mariellen Ward

Writer, editor, blogger, social media communicator

one@mariellenward.ca

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## Summary

Summary:

I know how to write articles, features, copy and content. I know how to communicate using the Internet. And I excel at telling stories about change: personal transformation, societal shifts, travel that changes you.

I'm a professional writer, journalist, copywriter, blogger and social media communicator. I write for magazines and newspapers such as the Toronto Star, Zoomer and Canadian Living; and I write and edit copy and content for clients such as the Bank of Montreal, Wind Mobile and the Ontario Ministry of Health. I've built a successful blog and Internet brand, Breathedreamgo.com, including an extensive social media network through which I reached 100,000+ people monthly.

CV in brief:

Graduated with a BA in Journalism (Ryerson University) and worked for many years in public relations and marketing communications.

Started freelancing as a copywriter and editor in 1999, specializing in producing online content and focusing on travel, health, culture / the arts, lifestyle and personal finance and investment.

About 5 years ago, I started blogging and writing magazine features. I've written for a wide variety of online and print publications, and my portfolio is available online, on my blog and website.

In 2009, I launched Breathedreamgo.com, an India travel, culture and yoga blog. To promote my blog, I started actively engaging in social media. With Breathedreamgo, I have built a successful online brand and created a solid following of thousands of people.

I've also published a book of travel stories, Song of India: Tales of Travel and Transformation.

## Specialties

Areas of interest and expertise include travel, volunteering, yoga, health and wellness, spirituality, lifestyle, arts and culture, personal finance, investment, international aid and the welfare of children.

I am also a yoga teacher, trained in both Canada and India, and I volunteer for UNICEF and World Literacy of Canada.

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## Experience

### **Feature writer at Zoomer Media**

June 2010 - Present (1 year 6 months)

I contribute feature articles to Zoomer Magazine

### **Travel Blogger at Breathedreamgo.com**

August 2009 - Present (2 years 4 months)

Write and publish a successful travel blog and maintain extensive social media network.

### **Travel writer at Toronto Star**

August 2009 - Present (2 years 4 months)

Contribute feature articles to the Travel Section of the Toronto Star

### **Feature writer and blog editor at Transcontinental**

September 2008 - Present (3 years 3 months)

Contribute articles to Homemakers Magazine, Canadian Living and worked as Blog Editor at Totem Brand Stories

### **Volunteer at UNICEF Canada**

2006 - Present (5 years)

Speaker, fundraiser and volunteer blogger: I blog about UNICEF fundraising campaigns on Breathedreamgo.com

### **Writer, Editor and Proofreader at Ariad Custom Communications**

January 2001 - Present (10 years 11 months)

Freelance writing, proofreading and editing of personal finance and investment newsletters, websites, marketing materials and much more for Ariad Custom Communications.

### **Freelance writer, journalist, editor, blogger at Mariellen Ward**

January 2000 - Present (11 years 11 months)

Writer and editor with B.A. in Journalism and more than 20 years of professional experience in financial publishing, magazine feature writing, digital copy writing and much more.

*5 recommendations available upon request*

### **Mariellen Ward at Freelance Writer and Blogger**

January 2000 - Present (11 years 11 months)

Writer and editor with more than 20 years of experience in financial publishing, magazine feature writing, digital copy writing and much more.

### **Volunteer at World Literacy of Canada**

2008 - 2011 (3 years)

Speaker, fundraiser and volunteer blogger: I blog about UNICEF fundraising campaigns on

Breathedreamgo.com

**Managing Editor at Trapeze Media**

September 2009 - November 2009 (3 months)

Aggregating, writing and editing content for commercial website

**Blog Editor at Totem Brand Stories**

September 2008 - December 2008 (4 months)

Created line-up, assigned stories, wrote editorials, posted and promoted Aviva Insurance's "Let's Change Insurance" blog

**Managing Editor at Ariad Custom Communications**

October 1998 - October 2000 (2 years 1 month)

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**Organizations**

**Toronto Travel Massive**

Co-founder

Along with Alicia Taggio, I co-founded a successful monthly meetup of travel bloggers, writers, and travel industry people.

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**Projects**

**Breathedreamgo.com**

August 2009 to Present

Members: Mariellen Ward

Writer, publisher of India travel, yoga and culture blog. Readership of 10,000 per month and social media network that reaches 100,000+ per month.

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**Skills**

**Writer**

**Travel Writer**

**Blogger**

**Editor**

**Social Media Marketing**

**Yoga**

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## Publications

### **Song of India**

BreatheDreamGo January 1, 2011

Authors: Mariellen Ward

Song of India: Tales of Travel and Transformation. The book is a collection of 10 travel stories and it is available for purchase from Amazon.com

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## Education

### **Ryerson University**

B.A., Journalism, 1983 - 1986

Activities and Societies: Magazine specialist

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## Interests

travel, health, yoga, India, traveling in India, spirituality, alternative health, Ayurveda, lifestyle, personal finance and investment, culture, the arts, profiles

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## 5 people have recommended Mariellen

"I hired Mariellen to work on internal communications at MediaLinx Interactive...where we developed the Sympatico Internet service. Mariellen is a very creative and intuitive writer and always exceeded expectations with her writing. She is also a highly experienced web writer and so, a few years later, I hired her while I was at BMO Harris Private Banking to rewrite our web site, which she accomplished with great creativity and flare."

— **Eva Innes**, was Mariellen's client

"Mariellen is passionate about India and very generous in sharing that knowledge. A friend, Christine, told me recently that she was planning a six-month trip to India. I found out today that they had already met over the weekend and Mariellen had given Christine lots of great advice for her trip! Thank you, Mariellen. I appreciate your very prompt response!"

— **Grace Cherian**, *Professional Copywriter, Grace Cherian*, was with another company when working with Mariellen at Mariellen Ward

"I have attended an ad hoc workshop led by Mariellen on Travel Writing at the Magnet Conference. I was extremely impressed with her depth of knowledge, her generosity of sharing resources and her ability to keep a diverse group on track while eliciting maximum response from the group."

— **Veronica Leonard**, *Writer & Manager, Office Pros*, worked directly with Mariellen at Mariellen Ward

"Mariellen is a passionate person and writer. She is particularly passionate about India, a country she has toured several times. She is now turning her passion into insightful articles about India and her travels. If you are looking for an excellent travel writer, or business writer, give Mariellen a shout!"

— **Paul Lima**, *Writing Coach / Workshop Instructor, Paul Lima*, was a consultant or contractor to Mariellen at Mariellen Ward

"Mariellen is an amazing writer. Her writing style is unique and communicates the message brilliantly"

— **Arun Mehta**, was Mariellen's client

Contact Mariellen on LinkedIn