

EXPERIENCE

Digital Editor

Wise Publishing, Inc., Toronto, Ont.

October 2023 - Present

Oversees content strategy and maintains editorial standards for *Money.ca*, *Moneywise.com*, and *Moneywise.co.uk*. Manages content curation and arrangement, working with teams to enhance content presentation and audience engagement. Key player in content optimization, digital editing, and analytics. Chairs editorial meetings and fosters content monetization strategies.

Writer/Full-Stack Developer

Villamere New Media, Hamilton, Ont.

November 2000 - Present

Provides comprehensive full-stack development for high-profile clients, encompassing web design, analytics, content creation, graphic design, image research, photography, videography, and social media management. Develops visually appealing and user-friendly websites with modern design techniques. Conducts analytics and research to enhance clients' online presence and performance. Creates engaging content for articles, blogs, social media, and newsletters.

Music Writer

ET Canada, Toronto, Ont.

November 2015 - October 2023

Specialized in developing and authoring compelling, SEO-optimized content, ensuring engaging narratives and adherence to SEO best practices. Delivered high-quality, factually accurate content under tight deadlines, thriving in a fast-paced, 24-hour news cycle environment. Led multiple projects from initial concept to successful launch, leveraging tools like Google Trends, Adobe Photoshop, X, HTML, and WordPress. Maintained sharp awareness of trending topics, demonstrating a keen understanding of how audiences consume pop culture digitally.

Social Media Director

Canadian Living, *Elle Canada*, *Style at Home*, *The Hockey News*, Toronto, Ont.

September 2009 - May 2013

Developed impactful social media strategies tailored to business needs for multiple brands. Led comprehensive staff training to ensure consistent social media standards across departments. Created and implemented strategic roadmaps and integrated social media plans. Established new social media channels and employed emerging technologies to enhance ad inventory and data collection.

EXPERIENCE (CONTINUED)

Senior Web Editor

Canadian Living, Toronto, Ont.

June 2008 - September 2009

Oversaw website content, social media properties, and newsletter production. Managed daily operations, led an editorial team, and built a freelance network. Planned and assigned projects to writers, editors, and video producers, collaborating on cross-channel editorial planning with the Editor-in-Chief. Managed the online editorial budget to maximize audience reach and engagement. Oversaw measurement and reporting on key performance metrics, including readership, follower growth, and engagement.

Associate Editor

Hamilton Magazine, Hamilton, Ont.

June 2006 - June 2008

Generated captivating story ideas and strategically assigned articles to freelance writers. Conducted in-depth interviews and extensive research for feature stories. Directed photo shoots to ensure the execution of visually captivating content. Collaborated with a diverse team to produce high-quality content. Managed website.

Communications and Marketing Manager

Ministry of the Attorney General, Ministry of Natural Resources, Ottawa, Ont.

May 2003 - September 2006

Developed and implemented communication strategies and public relations for critical messaging. Prepared and edited briefing notes, fact sheets, backgrounders, correspondences, and speeches. Managed media relations and press conferences. Provided strategic communication advice.

New Media Designer

Banff Centre For the Arts, Creative Electronic Environment, Banff, Alta.

July 2001 - May 2003

Collaborated with Banff Centre artists-in-residence to design interactive multimedia installations. Programmed groundbreaking digital art, seamlessly integrating innovative design concepts with elegant programming. Ensured projects adhered to timelines and quality standards. Managed the server and web hosting operation.

EDUCATION

Music Entrepreneur Accelerator Program Certificate

Ted Rogers School of Management,
Toronto Metropolitan University,
Toronto, Ont.

June 2021 - August 2021

- Full scholarship recipient

Online Journalism & Computer-Assisted Reporting Postgraduate Diploma

Loyalist College, Belleville, Ont.
September 2000 - June 2001

- Member of the Dean's List
- Perfect 4.0 GPA

Student Work Abroad Program Certificate

Dublin, Ireland
July 1999 - July 2000

Bachelor of Arts

(Music/Journalism)
Carleton University, Ottawa, Ont.
September 1996 - June 1999

- Scholarship recipient

AWARDS

Canadian Online Publishing Award
2011

National Magazine Award
2010

National Magazine Award
2009

INDUSTRY ACTIVITY

Polaris Music Prize

Jury Member, 2016 – Present

Canadian Academy of Recording Arts and Sciences

Delegate, 2014 – Present

Leacock Summer Festival Humour Showcase, Orillia, Ont.

Speaker, 2018

Mohawk College, Hamilton, Ont.

Lecturer, Journalism in the Future,
2018

Canadian Online Publishing Awards

Jury Member, 2010 – 2017
Awards Ceremony Host, 2016

GritLit: Hamilton's Literary Festival

Director of Marketing, 2015

Toronto Metropolitan University

Lecturer, Writing for Online, 2010

PUBLICATIONS

The Spaces and Places of Canadian Popular Culture

Canadian Scholar Press (2019)
“A Read on Canada Reads”

Is Canada Even Real?

Dundurn Press (2017)

- Named by Vulture as ‘one of the best comedy books of the year.’