

# ALLIE EMBERSON

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ON, Canada

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## WRITER AND EDITOR

A knowledgeable publishing professional providing the skills I have acquired through education in both creative writing and publishing and environmental resource management to bring value to an impassioned writing, marketing, and/or editorial role. I have demonstrated exceptional collaborative leadership capabilities while overseeing and directing the editorial team for *Inscope: An Anthology* and facilitating the manuscript's timely development for publication. With a proven track record of enhancing team performance and creative problem-solving, I aim to use my expertise to continue researching, writing, and editing for both print and digital media so to deliver high-quality work for each brand and business I am privileged to collaborate with.

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## KEY COMPETENCIES

Technical and Creative Writing	Substantive, Line, Copy Editing	Collaborative Leadership
Manuscript Development	Research and Analysis	Strategic Communications
Copyright and Contracts	Client Relationship Management	MS Office Suite and Adobe

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## EDUCATION

### Sheridan College

Honours Bachelor of Creative Writing and Publishing

### Applied Experience

- Specialized knowledge of industry-level writing and publishing theory put into practice across multiple genres for distinct and general audiences
- Developed substantive, line, and copy editing skills while adhering to industry best practices in classes such as Professional Writing and Copy Editing, Fundamentals of Editing, and Substantive Editing
- Developed several major critical and creative writing projects from outline to revised final draft ranging from 1000-20 000 words across genres—incl. memoirs, creative nonfiction essays, reports, research essays, short stories, novellas, scripts, plays, graphic novels, and poetry chapbooks
- Conducted critical analysis and interpretation of a range of important literary texts to identify markets and formulate a publisher's strategy for reaching a target 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

### University of Guelph

Environmental Bio-Resource Management Program

### Applied Experience

- Researched forestry practices and endangered species to prepare critical scientific reports on the correlation between biodiversity, conservation, and environmental health
  - Mapped, organized, and analyzed data to create in-depth forestry plans
  - Worked on small crews to collect on-site forestry and river data from plots across the Guelph area to establish and support sustainable research and business practices surrounding agricultural conservation
  - Combined knowledge of science, business, writing, and editing to determine best practices for suitably sharing knowledge about natural resource management with different audiences
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## RELEVANT PROFESSIONAL WORK EXPERIENCE

### Freelance Editor and Writing Consultant

Jan 2024 - Present

Guide both private and corporate clients seeking writing, editing, and publishing support to meet objectives within the mutually established framework and schedule—including the editorial process, production, formatting, and design of content.

- Professional development of: web content for businesses, print and digital journalism, research reports, poetry chapbooks, short stories, social media author platforms, and marketing campaigns.

### Perspective Marketing Inc.

Sept 2023 - Jan 2024

#### Editorial Writer and Coordinator – Internship

Contributed to the company’s storyboarding, writing, and editing for print, web, and social media content covering topics such as business, environmentalism, and culture.

- Compiled research and edited graphics for print in The Globe and Mail
- Created 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 and contributed to viewership growth of produced content through social media marketing
- Analyzed audience data to spot opportunities and inform decisions about new content
- Applied digital literacy skills to regularly upload blogs and articles across Perspective’s platforms

### Indigo Books & Music Inc.

Jul 2022 - Dec 2023

#### Customer Experience Representative

- 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
- Attended author readings to stay connected with new Canadian literature releases
- Adaptable workflow with engagement between sales, cash, and merchandising responsibilities

### 911 Pest and Wildlife

Apr - Jun 2022

#### Web Content Writer and Editor – Contract

Contractually collaborated to create web-based content conveying the company’s history, their provided services, and contact information for business consultations

- Wrote, edited, proofread, and typeset written content to ensure consistency of the company’s voice and accessibility across the website for intended clientele
- Liaised with the company lead to coordinate deadlines and guarantee timely delivery of drafted written content
- Identified solutions to enhance the team’s sales capabilities, thus expanding their online reach and growing viewership after website rebranding

## COMMUNITY INVOLVEMENT

**Literary/Arts Festivals:** Toronto Comic Arts Festival (2022), Fan Expo (2023), San Diego Comic Con (2024)

**Volunteering:** Assisted a local organization in managing social media accounts and creating engaging content, doubling online engagement across targeted platforms within six months

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