


ALLIE EMBERSON

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 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 or editorial role.

SUMMARY OF SKILLS & QUALIFICATIONS

- Over six years of experience producing research-based creative and technical writing
- Experience writing and editing for print, web, and social media content covering topics such as business, environmentalism, and culture
- Experience creating editorial and communications campaigns that align with creative storytelling
- Effective at working in small teams to facilitate manuscript development for publication
- Strong creative problem-solving skills and ability to adapt complex research to suitable audiences
- Well-versed in MSOffice 365 Suite and digital meeting software

EDUCATION

Honours Bachelor of Creative Writing & Publishing

Sheridan College

Graduated Spring 2024

Relevant Applied Experience

- Researched and applied professional writing and publishing theory for a variety of modern audiences
- Demonstrated professional practices in developmental, substantive, and copy editing
- Conducted critical analysis and interpretation of a range of important literary texts
- Assessed the shift in media presence and how to best reach readers amidst digital expansion
- Worked alongside managerial, editorial, and promotional teams of peers to brainstorm and create a professionally-printed anthology
- Workshopped (incl. feedback and editing) varieties of writing projects by diverse authors in different genres and styles (i.e. essays, poetry, reports, creative nonfiction, etc.)
- Created original projects from outline to edited final draft (+8000 words) incl. memoirs, creative nonfiction essays, short stories, scripts, plays, and poetry collections
- Analyzed marketing plans to understand diverse consumer trends and needs
- Created promotional campaigns for published works

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

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 to be 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, and consumer trends within the book publishing industry
- Maintained visual merchandising standards
- Consistently engaged in team meetings to generate improvements in customer experience
- Adaptable workflow with engagement between sales, cash, and merchandising responsibilities
- Processed incoming shipments from publishers
- Worked collaboratively to ensure quarterly goals and loyalty acquisitions were met

Web Content Writer & Editor

911 Wildlife Pros

Apr-Jun 2022

- Collaborated with the company to create web-based content conveying the company's history, their provided services, and contact information for business consultations
- Typeset and proofread written content to ensure consistency and accessibility across the website
- Made substantive and copyedits 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
- Researched wildlife control methods to best capture the company's mission and services within short summaries

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