

Nancy Carr

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A communications professional with 20 years of progressive experience in journalism and marketing

CAREER PROGRESSION

Carr Communications, Toronto, 2011 – present

Corporate and editorial copywriting, editing, communications and strategy. Recent projects include:

The Globe and Mail

- Wrote articles on personal finance, health, real estate
- Wrote and edited custom content for George Brown College, Rogers, RBC Avion, Air Miles, Shaw
- Ghost wrote for the Report on Business op-ed page

Ontario Clean Water Agency

- Won competitive RFP to become vendor of record for the agency's writing services
- Wrote feature article for *Water Canada* magazine

Postmedia

- Wrote custom content related to finance, seniors' health, education
- Ghost wrote series of 12 full-page articles for Bill Wilkerson, CEO of Mental Health International

Heart and Stroke Foundation

- Wrote emails and web copy for Ride for Heart and other national campaigns

Ariad Custom Communications

- Wrote articles for global mining company Vale's internal employee newsletter
- Wrote internal communications content for Vale employee intranet and public website

Today's Parent magazine

- Wrote articles on education, health, parenting

Canada Post

- Wrote articles for Canada Post's B2B magazine: We Deliver the Online World

Ariad Custom Communications, Toronto, 2005 – 2010

Account Director

- Led client relationship with major international mining company
- Produced Vale employee newsletter twice weekly, in four languages for 60,000+ employees globally
- Devised, pitched, executed marketing/communications strategies for major financial institution
- Managed campaign-specific communications including idea generation, branding and creation of internal/external collateral pieces such as workbooks, training and promotional materials
- Produced quarterly newsletter for financial institution's clients in Caribbean and Latin America
- Directed in-house and freelance designers, writers, editors

The Canadian Press, Toronto, 2000 – 2004

Reporter/Editor

- Reported on business news (financial institutions, mining, retail) and general Ontario news
- Edited, rewrote copy from member newspapers of the CP news co-operative

Herald News, Joliet, Ill., 1999 – 2000

Reporter

- Wrote news and features for daily newspaper
- Concentrated reporting on suburban issues, police and parks/ recreation

The Globe and Mail, Toronto, June - Sept. 1998

Copy Editor

- Edited copy, wrote headlines, captions, proofread in arts, travel sections

Canadian Business magazine, Toronto, 1996-June 1998

Copy editor and fact checker

- Copy edited and fact checked all aspects of the twice-monthly magazine

EDUCATION

Northwestern University, Medill School of Journalism, Master of Science

University of King's College, Bachelor of Arts (honours)

LANGUAGES

French and Spanish fluency

References supplied on demand.