

# JENNIFER BRAUN

## OBJECTIVE

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Seeking freelance writing opportunities where my experience writing about fashion and lifestyle content will be an added value.

## RELATED QUALIFICATIONS

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- Experience working with various online publishing platforms
- Pitching current story ideas
- Respecting deadlines
- Editing (video and written work)
- Content creation (social media and short news stories)
- Fact-checking
- Software Knowledge: InDesign, Wordpress, Photoshop, Garage Band, Audio Hijacker, Final Cut Pro, SharePoint 2010
- Fluent in English and French

## EDUCATION

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**Ryerson University** **2015 - Present**  
Masters of Arts: Fashion Studies

**Concordia University** **2011 - 2014**  
Bachelor of Arts: Specialization Journalism (print, radio, television)

## PROFESSIONAL EXPERIENCE

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**YP Next Home, Toronto ON** **September 2014 - Present**  
**Freelance writer**

- Pitched and wrote articles for a weekly column on renting for Renters Guide, a free pick-up distributed across Canada.
- Wrote neighbourhood profiles on areas in Montreal. Took and submitted over 15 pictures for each profile.
- Wrote stories on Montreal's rental market for [ypnexthome.ca](http://ypnexthome.ca).

**YellowPages Group, Toronto ON** **September 2014 - February 2015**  
**Freelance writer**

- Wrote profiles on local fashion boutiques and businesses in Montreal for [yp.ca](http://yp.ca).
- Pitched ideas for business profiles.
- Took and submitted over 15 pictures for each profile.

**Montreal Gazette, Urban Expressions, Montreal QC** **April 2013 – April 2015**  
**Freelance Writer**

- Pitched over 40 story ideas to the editor (more than half of them were accepted).
- Reported on fashion events such as Montreal Fashion Week and The Festival de Mode et Design.
- Interviewed Montreal personalities such as fashion designer Travis Taddeo and Joseph Ribkoff.

**Pfizer Canada, Montreal QC**

**November 2012 – September 2015**

**Corporate Communication & Community Programs Intern**

- Helped manage the intranet including creating new pages and subpages; article layout; publishing; and content creation.
- Helped manage Pfizer's Social Media channels including, creating, reviewing, posting and scheduling Social Media content.
- Interviewed colleagues and different departments that contribute to the company's success for news articles.
- Created and implemented internal communication plans. Drafted emails, news postings and created posters for internal communications.
- Filmed and created short videos of Pfizer Colleagues for annual updates and launch meetings.

**Montreal Families, Montreal QC**

**April 2012 – May 2013**

**Intern (April 2012 – August 2012)**

**Freelance writer (August 2012 – May 2013)**

- Researched and fact checked information pertaining to summer events, camp listings and daycare listings.
- Talked frequently with communication personnel for information.
- Created "listicles" such as top 10 movies and top 10 books to prepare children for summer camp.

**Pfizer Canada, Montreal QC**

**Summer 2012**

**Summer Student, Established Products Business Unit**

- Did a research project on how to implement social media in the restricted field of pharmaceuticals. Researched new digital trends in pharma and shared recommendations on how the Canadian pharmaceutical industry can use social media as an online marketing tool.
- Conducted a focus group to help improve Pfizer's *Start Something with Alesse*, Facebook strategy.

**IX Daily, Montreal QC**

**March 2012 - March 2013**

**Fashion Editor**

- Managed a group of 10 to 15 bloggers.
- Edited articles written by bloggers and provided written feedback.
- Ensured a minimum of three articles were posted daily.
- Managed monthly editorial meetings.

**The Suburban Newspaper, Montreal QC**

**November 2011 – April 2012**

**Editorial Intern**

- Contributed to the Suburban's online magazine. Pitched current story ideas pertaining to fashion, beauty and health topics.
- Interviewed professionals such as marketing teachers and fitness instructors.

*References available upon request. Please find samples of my work at [www.justbejealous.com](http://www.justbejealous.com).*