Lori Dance
@
Toronto
Copywriter
.com

PROFESSIONAL EXPERIENCE

Copywriter/Editor/Proofreader/SEO Writer
TorontoCopywriter.com   2006–Present

In my freelance practice, I work with clients to determine and cater to their writing and editing needs both on the web and in print.
- Copywriting for print (including advertorials, articles, and press releases)
- Copywriting for the web (including search-optimized copy and blog entries)
- Copywriting for video games (including story writing and quest design)
- Copy editing and proofreading for all formats (print, online, and gaming)
- Interviews (in-person/remotely) and research
- Web publishing (basic HTML and content management systems)

I have completed projects for Toyota Canada and Capcom and have written advertorials for Disney and The Brick (among others), and I'm currently a regular contributor to Torontoist.com; in continued freelance dealings with world-class agency Wunderman (see below), I have proofread for many top-tier clients.

Proofreader/Project Manager
Wunderman Inc. (a Y&R company)   2007–2008

As part of the Wunderman studio team, I proofread direct mail and interactive projects for top clients and brands, including Ford, BP, Kraft, the Royal Canadian Mint, Rogers, and Microsoft.
- Proofreading (including final proof approval) for both print and interactive media
- Comparative French proofreading (flowing supplied copy from translator)
- Assisting in the scheduling and project management of studio projects/freelancers
- Maintaining style guides for all clients and updating supplied language guidelines
- Working with studio designers, copywriters, freelancers, and account managers to ensure the quality, consistency, and efficient completion of projects

Copywriter/Editor/SEO Consultant
Digital Sugar Media   2003–2006

Besides writing and editing copy for the web, I provided web content management and search engine optimization for many small-business clients.
- Copywriting for the web (including search-optimized copy)
- Editing and proofreading client-provided materials
- Web publishing (basic HTML and content management systems)
- Writing, editing, and proofreading business documents and proposals
- Keyword research for SEO and adCenter/AdWords management/reporting

OTHER SKILLS & EXPERIENCE

- Extensive use of MS Office and knowledge of Adobe design applications
- Familiarity and experience with both Windows and Mac platforms
- Fully immersive Internet fluency: social media, CMS, SEO, and research
- Office administration, project and supply management, and vendor relations
- Video editing and video conversion for the web

EDUCATION

University of Toronto (SOCE)   2005
Business communications, copywriting, and technical writing