

# KIMBERLEY FEHR | COPYWRITER AND COMMUNICATIONS

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## WHO I AM

Award-winning and experienced writer who uses the power of stories to explain complex ideas, inspire audiences, and share the best of her employers with the world. Expertise in brand storytelling, communications, digital copywriting, online branding and website/social media content. Sense of humour included.

## WHAT I BRING TO YOU

- ✓ *A passion for corporate storytelling and creative digital copywriting that speaks to the reader, forges an emotional connection and drives the message home*
- ✓ *Versatility and consistency – able to switch tones and styles with ease and write everything from digital content to advertising to press releases, emails, blogs, journalism, advertorials and more*
- ✓ *Demonstrated project, campaign and publication/editorial calendar management experience, having edited/produced magazines, e-newsletters, reports and blog calendars*
- ✓ *Proven media relations success and expertise with strategic communications planning and social media*
- ✓ *Additional skills include graphic design, SEO, WordPress and photography*

## AWARDS

Gold, Wilmer Shields Rich Awards from the U.S.-based Council on Foundations, as a team member (writer) on the *Vital Signs* reports, 2011 and 2010

First place, 2008 *Vancouver Courier* Fiction Contest

Best Ecotourism story, BC Association of Travel Writers, 2004 and 2005

## WHAT I'VE DONE

### **Senior Copywriter, Essence Copywriting, Toronto and Vancouver, 2012 to present**

- Ongoing digital copywriting services to BLUERUSH digital agency which have included writing a customizable video script for Allstate; promotional emails, tweets and Facebook postings for MBNA Credit Cards' CFL contests; catalogue content for Green Sky Labs and ghostblogging for clients
- Copywriter for VivaNext (York Region Rapid Transit Company) which involved understanding the VivaNext brand identity, ensuring that voice and tone aligned with existing guidelines, conceiving and writing original blogs in the brand voice, as well as brochures, articles and social media content, and collaborating with subject matter experts and designers on projects; responsiveness to evolving demands was vital in this role
- Edited and formatted a 70-page operational guidelines training manual for the Regional Municipality of York's Community Investment Strategy, using plain language
- Researched and wrote entire copy for the *Beaches Living Guide* Summer 2015 edition
- Interviewed CEOs, thought leaders, medical professionals and celebrities to write promotional articles for Mediaplanet that were published in the *National Post*, *Toronto Star* and other papers
- Crafted startup branding for TapSnap, which included crafting fresh, engaging web copy, press releases, brochures and more; wrote online advertisements, case studies and other materials

## **Copywriter, Essence Copywriting and Communications**

*cont.*

- Public relations strategy and brand journalism – created and delivered corporate storytelling programs for blogs, e-newsletters and the media. Resulted in coverage by several North American outlets including *Entrepreneur Magazine*, the *Philadelphia Inquirer*, industry publications and more
- Digital copywriter for TapSnap and DVDNow Kiosks – planned editorial calendars, wrote website content, blogs, advertising, emails and content marketing; researched relevant keywords, wrote e-commerce content for their franchising and business opportunities
- Published articles and photos in *Canadian Geographic*, *Edible Vancouver*, the *Globe and Mail*, *Alternatives Magazine*, the *Georgia Straight*, the *Province* and many other publications

## **Communications Coordinator, Vancouver Foundation, 2008 to 2010**

- Functioned as a writer for an internal agency serving departments and six partner organizations as in-house clients: wrote startup branding and web sites for two organizations; incorporated feedback and comments from cross-functional partners while adhering to timelines
- Produced corporate storytelling: articles for *Vancouver Foundation Magazine*, advertorials for the *Vancouver Sun*, *Vancouver Magazine* and *BC Business*, external articles and a podcast
- Managed the Foundation's annual non-profit survey which included creating the project, writing and designing the report, producing public relations materials and key messages; 575 charities participated and it received considerable media coverage
- Played a key role in the Foundation's flagship *Vital Signs* projects, which included writing award-winning reports on the quality of life in Metro Vancouver, public relations and project management
- Crafted brochures, financial emails, social media updates, PowerPoint presentations and digital copy; designed advertising, planned events and supervised external graphic design agencies

## **Editor/Advocate, Telecommunications Workers Union, Burnaby, 2004 to 2008**

- Wrote and designed brochures, letters, newsletters, advertisements and Web site content and met strict deadlines as a legal advocate for Workers' Compensation Board appeals

## **Writer/Media Specialist, Douglas College, New Westminster, 2003 to 2004**

- Delivered dynamic copy in a high-volume office for brochures, ads, corporate storytelling and press releases; edited the internal newsletter; managed the recruitment campaign; wrote copy for an overhaul of 25 program websites; took promotional photos and co-produced videos

## **U.S. Editorial Training Specialist, Elevator News Network, New York City, 2000 to 2001 and Online Editor, Elevator News Network, Toronto, 1997 to 2001**

- Established and supervised ENN's American editorial departments to produce news updates

## **Editor, Discover Magazines, Praia da Rocha, Portugal, 1995 to 1996**

- Supervised the editorial and production of four monthly tourist magazines which included leading a team of writers and designers, planning editorial calendars, writing, photography and graphic design

## **EDUCATION**

Bachelor of Journalism, Honours, Carleton University, Ottawa, 1994

## WRITING SAMPLES

### Promotional Writing

[TapSnap Web Site](#)

[You Can Have It All With TapSnap](#), brochure

[Bus Rapid Transit is a Global Phenomenon, up nearly 400% in 10 years](#), VivaNext blog

[When Time is Money, BRT is Priceless](#), VivaNext blog

[Photo-sharing is the Ultimate in Social Media Engagement](#), TapSnap blog

[The Movie Rental Kiosk Advantage](#), DVDNow Kiosks B2B email

### Reports and Publications

[Vancouver Foundation's Vital Signs for Metro Vancouver Report](#), winner of a Gold Wilmer Shields Rich Award from the U.S.-based Council on Foundations

[After the Storm: Vancouver Foundation's Annual Non-Profit Survey](#)

\* also responsible for design in InDesign

[Case study](#), DVDNow Kiosks

### Articles

[Online Education is a Slam Dunk for Shaquille](#), Mediaplanet article in the *Toronto Star*

[DamNation: letting rivers return to nature by removing aged and obsolete dams](#), *Alternatives Journal*

[Why Canada Needs More Young Entrepreneurs Now](#), Mediaplanet article in the *Metro News*

Complete portfolio: [www.kimberleyfehr.ca](http://www.kimberleyfehr.ca)