

Waverly Blair

Mississauga, ON



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Communication Skills

- Fluent in English and French
- Purpose-driven leader

Technical Skills

- Proficient in Adobe Suite
- Proficient in Microsoft Suite

Creative Skills

- Creative writing and Storytelling
- Target Research and Analysis

Education

Current Sheridan College (Hazel McCallion Campus)
Expected graduation year: 2026

2022 University of Toronto (Mississauga Campus)
Honours Bachelor of Arts

Work Experience

Course Tutor

Sheridan College - January 2025 - Present

- Attend lecture and assist with in-class activities
- Plan and host tutorials and one-on-one sessions
- Prepare materials and assist with student understanding of course material
- Maintain communication with professor to ensure consistency in material taught

Freelance Copywriter

PsyKey Therapy - November - December 2024

- Created custom tailored website content and service descriptions
- Worked extensively with client to align website content with marketing goals
- Conducted research to optimise website layout and increase website performance

Freelance Copywriter

Trussler Stairs and Railings - September - October 2024

- Provided high-quality updates to existing copy site-wide
- Collaborated with client to ensure content aligned with their brand vision and objectives
- Successfully increased online engagement and sales through strategic and persuasive writing

Volunteer Experience

Women's Empowerment Awards - September 2024

- Spearheaded dining room organisation for 300-person dinner
- Managed inventory levels for dinner service

Empower the Future: The Chatter that Matters - May 2024

- Coordinated registration and check-in service
- Assisted in coordinating event set-up

Certifications

2025 Hootsuite Platform Certification

2025 Hootsuite Social Media Listening Certification

2025 Hootsuite Social Media Marketing Certification

2024 Stukent Digital Advertising Certification

References

Available upon request