




I am a copywriter who values integrity, authenticity, and passion. I help brands tell creative stories by synthesising creativity and strategy.

CONTACT

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INTERESTS & HOBBIES

PERFORMING ARTS

Choir, Musical Theatre, Songwriting

SPORTS

Jogging, hiking

Waverly Blair

EDUCATION

CURRENT

SHERIDAN COLLEGE: HAZEL MCCALLION CAMPUS

Advanced Diploma: Advertising & Marketing

Communications Management

Expected graduation date: April 2026

2022

UNIVERSITY OF TORONTO AT MISSISSAUGA

Honours Bachelor of Arts: French specialist & Italian minor

WORK EXPERIENCE

AUGUST 2025- PRESENT

CONTENT MANAGER (VOLUNTEER POSITION)

AMERICAN MARKETING ASSOCIATION (TORONTO CHAPTER)

- Work cross-functionally between departments to ensure content goals are aligned and properly met
- Write copy for creative assets and social media posts in adherence to multiple workback schedules

MAY 2025 - PRESENT

EVENING RECEPTIONIST/ADMINISTRATOR

HALTON HONDA

- Diligent oversight of showroom traffic and customer inquiries
- Daily tidying and maintenance of common areas
- Filing of work orders and assistance with admin and accounting tasks
- Train and coach new associates on standard operating procedures

JANUARY - APRIL 2025

COURSE TUTOR - WINTER 2025 SEMESTER

SHERIDAN COLLEGE

- Attend lecture and assist with in-class activities
- Mentor and coach students in their understanding of course material
- Maintain communication with professor to ensure consistency in material taught
- Plan and host weekly tutorials and prepare materials therein

NOVEMBER - DECEMBER 2024

FREELANCE COPYWRITER

PSYKEY THERAPY

- 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

SEPTEMBER - OCTOBER 2024

FREELANCE COPYWRITER

TRUSSLER STAIRS AND RAILINGS

- 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 EVENTS

**SEPTEMBER
2024**

WOMEN'S EMPOWERMENT AWARDS

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

MAY 2024

EMPOWER THE FUTURE: THE CHATTER THAT MATTERS

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

SKILLS

- Purpose-driven leader
- Proficient in Adobe Suite
- Target research and analysis
- Effective time management
- Works well individually and as part of a group
- Detail-oriented

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