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| **Jacqueline Court**  **Digital Content Writer/Producer Social Media  Copy**  **Toronto, ON** | **linkedin.com/in/jacquelineparker**  **twitter: @jacqpc**  **t:416.873.4958**  **e: jacq.court@gmail.com** |
| **Content Producer/Writer – Content & Strategy**  Freelance  2009 – Present  **Carefree/Playtex**  Develop all content for their “Free to be you today” Fall campaign. Write all content and work with developers to create the site UX. Source images and work with influencers to aggregate content to use for campaign.  **Delta Bingo**  Develop social media content strategy to increase users to Facebook page. Create content and work with designer to develop images for posts.  **Jones Media/The Co.**  Develop editorial content for site including images. Create video series “Tell me something I don’t know”. Develop content, arrange talent, production and shooting with video partner. Provide website copy for videos including SEO.  **Royal Canin**  Develop content for a blog series. Work with clients and internal stakeholders to gather information, objectives and write blog content.    **MLS Group**  Media relations and press release, media alert copy for P&G brands Olay, Crest Brilliance. Work with their advertising agency to help develop content and campaign strategy that aligned with their brand campaign strategy.  Media relations and writing media materials for Sailor Jerry Spiced Rum  Media relations and media materials for Emirates | **Content Strategist – john st.**  September 2014 – August 2015  **WINNERS:** Develop weekly blog content, editorial calendar for social media posts and web site copy for promotions and events.  **Mitsubishi:** Develop annual content strategy, content pillars and buckets and image strategy and content.  Create weekly posts, implement content calendar and monitor engagement on all social channels.  **Shoppers Drug Mart:** Develop a summer influencer-marketing program. Source appropriate influencers, negotiate contracts, and liaise on content development and influencer relations.  **Tetley Canada:** Develop content and image strategy, write weekly content calendars, post content and engage on social channels. Work closely with designer to create high quality images to accompany posts.  **Stanfields:** Develop “Streak Week” Content strategy. Create and post content. Engage on social channels to increase awareness and encourage participation.  This campaign was a great success for the brand.  Presidents Choice & Tangerine: Write A/B testing copy for web banner ads. Develop website copy to make offerings easy to understand for consumers.  **john st.** Develop website and social media content, internal corporate communications, press releases, media relations, develop weekly blog for corporate site. Participate in all brand brainstorms to help develop digital and brand concepts.  \* On all projects I worked alongside john st’s internal analytics team to monitor content performance to optimize engagement. |
| **Blogs**  Freelance to present  DrinksAtSix.com Mahoney Method  Yellowpages.ca Open Dialogue  Mississauga Convention Center  Scala Network | **Vlogs**  Freelance to present  Unsolicited Advice  DrinksAtSix Kits  FreshGigs.ca  DrinksAtSix.com  john st. |
| **Writer – Editorial**  Freelance – present  Today’s Parent Elle Canada  Huffington Post LUSH Magazine  JACK Magazine VERVE Girl  YummyMummyClub.ca | **Webseries | Branded Entertainment concepts**  The Co. “Tell me something I don’t know”:  Kerry Griffin: <http://bit.ly/1UtY5y9>  Aviva Reimer: http://bit.ly/1PdObfY  Working Mom – Pilot shot and produced: [https://www.youtube.com/watch?v=0HrygfmMm0U](https://www.youtube.com/watch?v=0HrygfmMm0U" \t "_blank)  Into The Deep End  Urban Girl’s Guide to Glamping  Crash Test Daters – Crash Test Channel  In a Fix |
| **Core Skills:**  Content writing, production & strategy  Social Media – editorial calendars & strategy  Copywriting  Strategy  Editorial  Video content, scripts & production | **Agencies I’ve worked for:**  john st. Faulhaber  DDB Canada DDB PR  H&K Strategies Mosaic  Cundari Bensimon Byrne  EURO RSG FCB Canada  INVENTA Promotions MSL Group |
| **Education & Courses**  Trent University – Cultural Studies  1987 – 1990  BCIT – Public Relations, Marketing  1997 – 1998  OCA – Copywriting  2002 |  |