

KIMBERLY LOCHHEAD
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OBJECTIVE

To gain employment as Blog Coordinator at Apt613. There, I could employ my journalism background, strong writing skills and administrative experience to support the organization as a platform for participation and community building in Ottawa.

EDUCATION

Bachelor of Journalism, Carleton University
2003-2007

- Graduated with high honours
- Double majored in history; specialized in magazine, online and newspaper reporting
- Developed strong writing, researching, editing, organizational and communications skills

RELEVANT WORK SKILLS

- Journalist and marketing professional with excellent communication abilities
- Sharp editing, proofreading and fact-checking skills and thorough knowledge of Canadian Press style
- Strong managerial and organizational skills and experience scheduling editorial and production tasks
- Excellent research and feature writing skills; extensive experience drafting key messages, press releases and other marketing collateral
- Experience developing, implementing and maintaining social media strategies across multiple platforms
- Experience planning corporate events including magazine launch parties
- Proficient in various software programs including MS Outlook/Office, Adobe Illustrator, Adobe Acrobat, InDesign, Photoshop, XML mark-up editors, databases and content management systems
- Reliable, punctual, self-motivated, flexible, outgoing and a quick learner

WORK EXPERIENCE

Freelance Journalist
February 2013 to Present

- Feature writer for Ottawa Life Magazine: currently writing an extensive travel piece on a recent European trip to Copenhagen, Amsterdam and Rome
- Feature writer for Air Canada's enRoute Magazine: currently writing an article on Viking churches in Denmark
- Feature writer for EF Magazine: various articles on sustainable fashion
- Rogers TV: Production Assistant

Writer/Editor and Project Manager, Ascribe Marketing Communications Inc.

August 2011 to February 2013

- Wrote and edited a variety of communications products including articles, press releases, key messages, annual reports, integrated marketing campaigns and web/multimedia scripts for high-profile private and public sector clients
- Developed and led social media strategies, increasing brand awareness, client interactions and site visitors across multiple platforms
- Wrote and edited a variety of technical documents on topics such as: databases, fibre optics, data centres, the cloud, network security, business transformation, strategic visions, sustainable development practices and renewable energy
- Conducted research, provided content support and oversaw client liaison with public sector clients such as: the Social Sciences and Humanities Research Council (SSHRC), the Canadian Nuclear Safety Commission (CNSC), the Canada School of Public Service (CSPS), the Department of Foreign Affairs (DFAIT), Transport Canada, Passport Canada and the Royal Canadian Mint
- As Project Manager, supported daily operations, projects and workflows of the agency
- Interfaced with clients while overseeing the planning, execution and progress of multiple projects within tight timelines
- Organized meetings and project briefings with writers, senior management, outside clients and stakeholders
- Provided quality assurance to clients, reviewing documents for accuracy and clarity as well as conducting fact checking
- Conducted interviews with executives including CEOs and CFOs, as well as other content experts to develop marketing and web material
- Covered conferences and contributed to the writing of a final report on results (including the Canadian Partnership Against Cancer Regional Consultations and the Mental Health Commission of Canada's 5th International Stigma Conference: *Together Against Stigma: Changing How We See Mental Illness*)

Director of Operations and Associate Editor, Ottawa Life Magazine

April 2010 to August 2011

- Responsible for daily logistical and editorial operations of one of Ottawa's highest profile and most prestigious magazines
- Managed the entire editorial staff (layout editor, photo editor, politics editor, features editor, arts editor, fashion editor, food editor, travel editor) as well as a team of freelancers and columnists in a collaborative team environment
- Planned and scheduled editorial and production tasks; Created editorial and production calendars to communicate deadlines to writers, editors, publishers, advertising clients and the printer
- Uploaded content to publication's website and maintained a strong social media presence on Facebook and Twitter by developing and leading a team-orientated campaign to increase readership and attract advertising clients
- Proofread and edited all stories in each issue for clarity, accuracy and uniformity under the Canadian Press Style Guide
- Collaborated with clients to create promotional ad content, solidifying strong working relationships through annual and multi-year contracts
- Coordinated photo shoots for editorial spreads and front covers
- Wrote extensive front cover stories on a range of topics using heavily researched Internet sources including both federal and municipal politics, Ottawa fashion designers, Ottawa restaurants and the Ottawa arts scene
- Worked closely with several public sector clients, both on advertising contracts and for research/interviews for feature articles

Reporter/Photographer, The EMC Newspaper

March 2008 to April 2010

- General assignment reporter and photographer for the Nepean/Barrhaven edition of the paper
- Assisted with layout design and supervised the peer review process for each issue
- Covered a range of topics, including politics, education, health, arts and the environment
- Edited copy for errors in grammar, punctuation, and spelling
- Published content to the website using The EMC's content management system
- Checked for readability, style, and agreement with editorial policy

Junior Communications Officer, Canadian International Development Agency (CIDA)

2007

- Performed writing and editing duties on a range of internal and external documents, including website and intranet materials
- Drafted, edited, translated and proofread a wide range of content and documents for CIDA's website
- Posted material to the web using CIDA's content management system (in HTML and XML)
- Researched, wrote, edited, and produced public communications products such as news releases, annual reports, briefing notes, memoranda and feature stories
- Cross-checked facts, spelling, grammar and style of editorial material for website and communication products

Telecounselor, Carleton University Undergraduate Recruitment Office

2006 to 2007

- While still in school, assisted younger students with their application process
- Proofread and edited their applications to ensure accuracy and clarity to improve their chances of acceptance
- Provided guidance in selecting courses that aligned with student's degree requirements

INTERNSHIP/VOLUNTEER EXPERIENCE**Rwanda Initiative, Media Development Program**

September 2007

- Traveled to Kigali, Rwanda for a prestigious one-month journalism internship program through Carleton University
- Copy editor and assignment reporter for the business desk at Rwanda's English newspaper, The New Times in Kigali

Global National Television, Ottawa

Summer 2006

- Shadowed and assisted reporters with stories by gathering clips, selecting those for editing and developing story ideas

QUALIFICATIONS AND ACCOMPLISHMENTS

- President, Carleton University Journalism Society, 2006-2007
- Completed Professional Management Consultants' Workload and Time Management Course
- Ontario Volunteer Service Award for Active Citizenship