

GIAN VERANO

COPYWRITER

 TORONTO, ON

 647.969.0244

 GIAN.VERANO@GMAIL.COM

 GIANVERANO.COM

Every brand has a unique story, and I'm a great storyteller. From writing SEO website copy for SMBs to developing and pitching newspaper articles on Canada's top financial institutions, I am adept at crafting engaging narratives that bring brands to life. Creative, dedicated and hardworking, I am now looking for the next step in my career: to work for an organization that is as passionate about quality content as I am.

SUMMARY OF QUALIFICATIONS

EDITORIAL

- More than 4 years of writing and publishing experience; 2 years as a digital copywriter
- Expertise in web copywriting: organic SEO, SEM, clickable link text and CTAs
- Strong research background: academic research, data mining, fact checking
- French-to-English translation and localization
- Proofreading and editing skills

TECHNICAL

- Advanced proficiency with WordPress: creating custom web content, plugins, JQuery
- Skilled at using various web/online publishing software: InCopy, InDesign, Dreamweaver
- Working proficiency of HTML, CSS and Java; also able to edit audio and video
- Full proficiency with Windows and MAC operating systems (iWork, Microsoft Office)

MARKETING

- Demonstrated ability to maintain a consistent brand message across platforms
- Experience promoting web content through social media: Twitter, LinkedIn and Google+
- Online community management know-how; fostering reader interaction and engagement
- Professional experience liaising with PR agents and marketing managers for editorial strategy

PROFESSIONAL EXPERIENCE

MARKETING COPYWRITER

Yellow Pages

May 2013 – Present

- Living the mantra, "*Big ideas for small businesses*" – creating SEO, content-rich websites and marketing pieces to attract new revenue
- Writing for a wide range of industries, including hospitality, B2B, legal, financial, skilled trades and retailers; my work has often been shown as an example of *Best Practices* for copywriting and web marketing
- Assisting with English localization projects (*YP Website Centre, Salesforce Education, Customer Satisfaction Survey*) to ensure internal and external marketing materials are well written and adhere to our corporate voice
- Consistently maintaining top productivity and quality metrics year-over-year

THEATRE REVIEWER

Mooney on Theatre

June 2013 – Present

- Reviewing theatre productions and writing feature articles relating to Toronto's arts and culture scene
- Promoting events, shows and online content through social media: Facebook, Twitter, LinkedIn and Google+

RESEARCH JOURNALIST

Investment Executive
January – June 2012

- Conducted more than 300 telephone interviews with financial service professionals across Canada for the paper's *Report Card Series* that ranks financial institutions based on their advisors' employment satisfaction
- Participated in editorial meetings and wrote freelance features for the publication
- Interviewed C-Level executives from many of Canada's leading financial institutions

NEWS JOURNALIST

CHRW 94.9 Campus Radio
May 2010 – June 2011

- Developed and produced news items and feature reports; helped maintain blogs and edit copy
- Presented live newscasts and conducted in-studio interviews

CO-OP STUDENT

The London Free Press
September 2010 – April 2011

- Wrote daily news stories about events in the London, Ontario area, which ranged from traffic accidents, obituaries, community gatherings and profiles about local organizations

INTERN – CHASE PRODUCER

CTV News, Toronto Bureau
January 2011

- Researched news items, conducted pre-interviews and booked guests
- Participated in editorial meetings and suggested daily coverage for national and local broadcasts

VIDEOGRAPHER

Rogers TV (London, Ontario)
September – December 2010

- Shot, filmed and edited content for 4-6 minute television features about community events and organizations
- Pitched stories, conducted street interviews and researched news items

PRODUCTION ASSISTANT

Rogers TV (London, Ontario)
September 2009 – May 2010

- Assisted in the development of show ideas and news features
- Worked as part of a mobile news crew, performed various production tasks: lighting, camera operation and sound checks

EDUCATION

MA JOURNALISM

Western University
2011

Specializing in TV news, I learned many important skills like storytelling, researching, interviewing, post-production, blogging, long-form writing and academic research.

BA FRENCH STUDIES

Western University
2009

My French studies focused primarily on translation and interpretation, with an emphasis on business writing. I also earned the *Certificate in Business French*.

BA CRIMINOLOGY

Western University
2009

During my undergraduate career, I was able to familiarize myself in-depth with the Canadian justice and political systems.

DIPLÔME DE FRANÇAIS PROFESSIONNEL D'AFFAIRES

Paris Chamber of Commerce
2009

The DFP is considered an international testing standard that allows successful candidates to demonstrate their ability to use French in a professional environment. I completed the B2 (intermediate level) with a passing grade of 80 per cent.



Learn more about me and see my portfolio at gianverano.com!