



info@lindsaywhitfield.com
905.535.0992

FUNCTIONAL SUMMARY

Adobe CS3, CS4
MS Office Suite 2003, 2007
MAC & PC Platforms
HTML, CSS

PROFILE

My background in writing editorial content for 6 years brings strong attention to detail, an organized production workflow, and the ability to create content for a particular target audience. The added ability to structure graphic content to client specifications with brand-focused visual elements creates a complete media communications package.

SKILL HIGHLIGHTS

- **Creativity**

Utilizing my research skills and background in new media, I map ideas by their ability to translate across a variety of print and online media avenues. At Soul Shine Publishing, I expanded client campaigns by designing the layout for a custom video player and flash audio player to host different music each month.

- **Communication**

Whether it be copy writing, proofing, assisting with adjusting visual hierarchy in a layout, or using my editorial interview skills to retrieve key branding objectives from clients and their artwork, I have a versatile approach when communicating for and to clients. At Marquee Publishing, the client was visually-oriented in the concept stage, so I mocked up a storyboard to illustrate ideas, including original copy, for the publisher's use.

- **Organization**

Maintaining clean file organization while handling revisions and incoming artwork for development comes down to clear naming conventions. At Post City Magazines, I was responsible for naming incoming client artwork for the Graphic Design Department and ensuring client dockets were filed and updated with the most recent artwork.

WORK EXPERIENCE

Freelance Projects (2000-Present)

Unite Productions, Starcrown Coach, Peashooter Media, Marquee Publishing, The Lance

–Writing press releases, articles, and e-newsletters; creating web banner design, layout, and image optimization; organizing data research.

Soul Shine Publishing, Associate Editor (2003-2008)

Responsibilities

–Organized freelance staff deadlines and content for weekly online publication.

–Devised marketing strategies for the Soul Shine brand by planning a charity event (2005), executing search engine optimization (SEO), and writing compelling content for print and online.

–Developed client web banner layouts and managed work flow for all editorial and advertising content.

WORK EXPERIENCE CONT'D.

Post City Magazines, Executive Assistant to the V.P. of Sales (2003-2005)

Responsibilities

- Communicated daily with graphic design team and clients regarding advertising updates and corrections.
- Worked with Art Director when handling a variety of client artwork formats arriving via courier and email during client concept creation.
- Constructed and organized media kits for client mailings based on in-house sales lists.
- Maintained close attention to detail in client advertisements by utilizing copy editing skills paired with knowledge of the client's target audience – especially checking the boards during production week.
- Organized and processed invoices each month to ensure client's payment and workflow was on track.

EDUCATION & SKILLS

Graphic Design for Print & Web Certificate Humber College, Toronto, Ontario, Canada (2008-2009)

- Intensive 6-month program focused on Adobe CS3 and CS4 software training and pre-press production.

Bachelor of Arts, Dramatic Arts University of Windsor, Windsor, Ontario, Canada (1999-2003)

- Creative expression developing visual language skills.

Media Communications Courses Southampton Institute, Southampton, Hampshire, England (2002-2003)

- Editorial formatting and developing written material for a variety of audiences.

MS Office 2007, Adobe CS3 Lynda.com (2008-Present)

- Professional online software training from Microsoft and Adobe.

Copy Editing Course Ryerson University, Toronto, Ontario, Canada (2005)

- Building consistent house style and formatting text with spelling, grammar, and punctuation methods.

INDUSTRY ACCOMPLISHMENTS

- Contributed a Top 10 Canadian Albums listing to CBC New Brunswick Arts Producer Bob Mersereau's book "The 100 Best Canadian Albums of All Time" (Goose Lane Editions, October 2007).
- Member of the Juno Awards 2007 Selection Committee for the Christian/Gospel music category.
- Interviewed on Much More Music's show "Evolution" (October 2005) re: Johnny Cash.
- Completed theatrical improvisation training at The Second City, Toronto, Ontario, Canada (1998).
- Awarded Milton Players Theatrical Bursary Milton, Ontario, Canada.
- Exclusive interviews conducted include: Matthew Banks (Blue Man Group), Tim Foreman (Switchfoot), Hawk Nelson, Leeland and Jack Mooring (Leeland), Paul Meany and Darren King (Mute Math), Tim and Jon Neufeld (Starfield), Delirious?, and Jason Gray.