

When you need quality fast!

[writeaway@securenet.net](mailto:writeaway@securenet.net)

## Susan Silver

**Copywriter, Commercial Writer, Editor, Proofreader**

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Susan creates effective, customized copy for print and the web. After working for several years as Senior Creative Director for both Steinberg and CJFM radio station (now called Virgin Radio), Susan started her own freelance business over 25 years ago, supplying journalistic coverage and editorials, as well as advertising copywriting.

Susan then turned to commercial writing, editing and proofreading and continues to provide her expertise in this field.

Many corporations, institutions, retailers, government departments, NPOs, advertising, marketing and PR agencies, as well as translation firms, seek out her talent.

Susan is well-known for her expertise, fastidiousness and fast turnaround.

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### *Professional Services*

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WRITING • EDITING • PROOFREADING – all domains

- Feature articles
  - Proposals
  - Corporate brochures
  - Newsletters
  - Annual reports
  - Catalogues
  - Sales letters
  - Press releases
  - Press kits
  - Flyers
  - Circulars
  - Direct mail
  - Speechwriting
  - Radio commercials
  - Web content
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### *Clients*

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#### **AGENCIES**

- Agence Science-Press
- Day Communications
- Eau3 Branding & Marketing
- IATA
- 37e AVENUE
- Tactic direct
- Publicis
- LOCA Communications
- Ogilvy
- Eau3 Marketing

#### **BUSINESSES**

- Abécassis Conseil
- Altec Translations
- Audio Ciné Films
- DenPlus
- Fontaine Santé
- Magenta Studio Photo
- Place Tevere
- RNB Jewellery
- Teninform Inc

#### **MEDIA**

- Les Éditions Ma Carrière
- Action Magazine
- Senior Times
- The Gazette – several feature articles
- Nuns' Island Magazine
- Guide-ressources
- Médias Transcontinental – several publications
- MTL magazine

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## NEWSLETTERS

- Canadian Natural Health Society
- Cadillac Fairview Ontario
- Destinations
- En Route
- Scotia Gold & more!

## SCHOOLS/INSTITUTIONS

- Concordia University
- Ministère de L'Éducation du Loisirs et du Sport (MELS)
- Université de Montréal

## WEBSITES

- Promotext Promotions
- Boon Coffee

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## *Skills*

- Extremely resourceful and proficient
- Well-organized and efficient
- Extensive research skills
- Exceptional interviewing skills
- Excellent writing skills in all domains
- Meticulous proofreading and editing
- Fluently Bilingual

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## *Work Experience*

### ***Freelance Commercial Writer-Editor***

Since 1990 and ongoing

- Provide translation firms, advertising agencies, businesses and institutions with customized and effective copy, editing and proofreading
- Conduct research and interviews for newspapers and magazines resulting in numerous published articles.
- Teach ESL to business executives and presidents of recruitment firms.

### ***SECTORS OF ACTIVITY***

- Administration and human resources
- Aeronautics
- Insurance
- Automobile
- Defence and military sector
- Civil and business law
- Education
- Environment
- Production and retail sales
- Provincial and federal governments
- Finance and banking
- Information technology/software
- Marketing/advertisement
- Media
- Medical and Pharmaceuticals
- Telecommunications

### ***Creative Director***

1987 - 1990, CJFM radio station

- Wrote scripts for radio commercials and on-air promotions.
- Initiated and handled direct client contact.
- Supervised junior copywriter.

### ***Creative Director***

1985 - 1987, Steinberg Inc.

- Developed strategies and wrote copy for print, radio and television ads.
- Co-produced radio and television commercials.
- Directed Actra personnel.

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## *Education*

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### ***Courses in Computer Science***

Concordia University, Montreal, Quebec

### ***Certificate in Advertising***

Concordia University, Montreal, Quebec, 1985

### ***MA in Journalism***

Concordia University, Montreal, Quebec, 1983

### ***BA in English literature***

McGill University, Montreal, Quebec, 1979

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## *References*

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Portfolio and letters of recommendation provided on request