

**Elaine Poon • (250) 408-1982**

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## **Education**

Bachelor of Journalism

University of Regina, 2018

Book Editing Immersion Certificate

Simon Fraser University, 2010

Bachelor of Arts, Honours English

University of Victoria, 2010

## **Employment History**

### **Communications Officer**

Pandora Street Outreach Centre • Victoria, BC

July 2018 to present

- Developing campaigns and messaging for a non-profit social agency; media relations and public relations strategizing; writing and editing various publications including web content, messages from the board of directors, and the annual report

### **Marketing Assistant** (summer position)

Coteau Books • Regina, SK

May to August 2017

- Planning and executive author events to support spring/summer titles; writing sell copy for forthcoming titles; updating press website; supporting press staff during vacation

**Communications Officer**

MS Society of Canada, Alberta and NWT Division • Edmonton, AB

September 2012 to June 2016

- Writing 3 to 5 articles per issue and editing the Society's quarterly regional magazine; contributing to communications strategy for public fundraising events; developing marketing messages and marketing collateral for the Society as needed; contributing twice a month to the Society's national blog

**Marketing and Production Coordinator**

University of Calgary Press • Calgary, AB

January 2011 to August 2012

- Coordinating production and printing of 25 books; planning marketing campaigns, including events across Alberta; organizing publicity opportunities for 17 titles

**Production Editor**

Lone Pine Publishing • Edmonton, AB

September 2010 to December 2011

- Coordinating production and printing of 46 books; communicating with editors, designers, sales reps, administrative staff, and external clients; identifying process efficiencies

**Published Writing**

- Professional articles and book reviews written for *IABC Magazine*, *West Word* (the Writers' Guild of Alberta magazine), and the Saskatchewan Publishers Group
- Assorted feature articles and service journalism pieces, written for newspapers and magazine across British Columbia, Alberta, and Saskatchewan
- Won or shortlisted for several writing awards: silver medal, National Magazine Awards (Feature Writing), for "Dragging My Foots" (*This Magazine*, May 2014); National Magazine Award (Profile), for "Big Shoes to Fill" (*Western Living*, October 2017); AMPA Achievement Award (Feature Writing: Long) for "Wouldn't You Like to Know?" (*Avenue Edmonton*, January 2013); runner-up, AMPA Achievement Award (Profile), for "The Queen of Hugs Lives On" (*Eighteen Bridges*, January 2015)