

ELIZABETH COLEMAN

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SUMMARY

Accomplished writer and editor with over 10 years of experience developing effective corporate materials. Seeking contract work as a commercial writer and editor, where proven skills will contribute to increased brand recognition and development of exceptional customer relationships.

EXPERIENCE - FREELANCE

LIZ COLEMAN COMMUNICATIONS 2004-Present Commercial Writer and Editor

- Write and develop a wide range of marketing communications materials, including web pages, promotional brochures, and press releases for clients in the high-technology, transportation, and consulting industries.
- Edit various corporate and business materials, including reports, newsletters, and brochures. Offer copyediting, stylistic editing, structural editing, and proofreading services.
- Create technical marketing materials for the technology industry, including white papers, web pages, and promotional articles. Requires the ability to understand highly technical information and break it down into layman's terms.
- Manage the development of brochures, sales pieces, fact sheets, and other communications pieces from start to finish.
- Work with *Chicago Manual of Style*, *AP Stylebook*, *Canadian Style*, and *Canadian Press Stylebook*.

SELECTED FREELANCE CREDITS (WRITING & EDITING)

- **Bombardier Aerospace** (*via subcontract with Ganten Communications*) - Press releases, newsletter articles, promotional letters. Ongoing.
- **CAE** - Internal newsletters, promotional letters, and reports. Ongoing.
- **L-3 MAPPS** - External newsletter articles. Ongoing.
- **Community Table for English Linguistic Minority** (*Government of Canada*) - Annual Report.
- **Bell Business Solutions** - Brochures, promotional texts. Ongoing.
- **Irisco** - White Paper: Breaking Down Information Silos Between Manufacturing and Design.
- **MXS Financial** (*via subcontract with Lotus Communications*) - Tradeshow presentation, brochure.

EXPERIENCE - CORPORATE

BOMBARDIER TRANSPORTATION (*Rail equipment, manufacturing & services*) **2003-2004** **Communications Officer, Intranet Team**

- Wrote promotional literature, technical documentation, guidelines and standards for intranet team.
- Edited press releases, internal communiqués, reports, and marketing materials.
- Developed and implemented communication strategies and initiatives for new intranet. Included coordination of workflow between the development team and communications team.
- Guided a team of Content Managers in the development of intranet content. Included creation of guidelines for managing content; chairing monthly committee meetings; managing client relationships.
- Rewrote distance-training program to maximize interactivity and refocus content on key learnings.

- Worked with development team to create user-friendly and visually pleasing designs for intranet site and related applications.

OBJEXIS CORPORATION (*Internet portals/consulting*)

2001-2002

Marketing Communications Manager

- Wrote technical content for website, brochures, fact sheets, advertising, and other communication pieces to increase customer awareness of product.
- Managed marketing tools, ensuring all milestones were met and that projects were completed on time.
- Project managed competitive intelligence program, including research, analysis and distribution of information to internal audience via intranet.
- Coordinated market research activities to determine success of company product. Recruited expert panels of executives to give feedback on product.
- Managed direct marketing campaign to advertise portal product (target: United States and Canadian Fortune 500 companies). Campaign increased number of sales presentations by 30%.

Marketing Consultant (*Pharmaceutical industry*)

- Facilitated strategy sessions for pharmaceutical firms developing new marketing plans. Assisted teams in development of optimal positioning, strategies, and initiatives. Clients included Pfizer Inc.

NORTEL NETWORKS (*Corporate, Optical Networks*)

1995-1998; 2000-2001

Communications Advisor

- Wrote and edited technical articles for customer-oriented magazine to increase awareness of improvements to Nortel products. Customer loyalty scores increased 30% over a 6-month period.
- Management of technical magazines targeted to customers. Resulted in huge increase in demand for publication and increased awareness of customer issues. Received award of excellence.
- Project managed websites. Tasks included writing and updating content, developing a site from scratch, organizing the layout, and coordination with graphic designers.
- Communication of customer value information internally via articles and email advisories. Result was increased employee awareness of customer issues and involvement in strategic planning.

Corporate Communications Specialist

- Managed international customer and media events with sales opportunities in excess of \$1 billion.
- Collaborated with account representatives and subject matter experts to deliver the best program content and messaging to Nortel customers.
- Managed all logistical arrangements, including venue, equipment, and transportation.
- Visitors included WorldCom, Qwest, AT&T, GTE, Ambassadors and Ministers of State.

EDUCATION

- **B.A. History, University of Guelph.** Dean's Honour List.
- **Public Relations Certificate Program,** Algonquin College. Average: A.
- **Accelerated Program for Copywriting,** American Writers and Artists Institute.

MEMBERSHIPS

- **Professional Writers Association of Canada.**
- **Editors' Association of Canada.** Board member, Quebec/Atlantic Canada branch.