

# Deborah Gardner Evans

## Freelance writer and editor

(647) 286-0684

deborah@deborahgardnerevans.com

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An accomplished writer and editor specializing in producing marketing and corporate communications material. Well-versed in a variety of subjects and skilled at matching writing style to client sensibilities.

### Key skills include:

- Able to quickly learn new subjects and present complicated or technical information in clear and understandable terms.
- Superior communication skills
  - **Written:** annual reports, brochures, newsletters, advertorials and website copy.
  - **Verbal:** conducting effectual phone and in-person interviews.
- Proficient at producing high-quality writing while meeting short deadlines.
- Keen eye for detail when editing documents.

## Professional Experience

### Freelance Writer and Editor

*April 2009-present*

- Specialize in writing marketing and corporate communications material and web copy for both small and large companies, including several large not-for-profit organizations, in the Greater Toronto Area.
- Skilled at matching writing-style to meet client needs.
- Work independently, often under tight deadlines.

### Canadian Cancer Society, Ontario Division, Toronto

*Senior Coordinator, Information Outreach, October 2004 – April 2009*

- Lead writer and project manager for cancer information brochures produced in Ontario. These materials often required writing easy-to-understand material from complex source information.
- Set editorial direction, and wrote stories and newspaper articles to promote the Canadian Cancer Society in newspapers, magazines, advertorials, internal and external newsletters and on the website.
- Lead writer of one annual report and project manager for two others.

### canada.com, Toronto

*News Editor, June 2000 – October 2004*

- Selected, edited and/or rewrote newswire copy to update the website with news and features. This work was often done independently.
- Conducted interviews and wrote exclusive news and feature articles for publication.
- Regularly contributed to feature sections, including in-depth work on two Olympics sections and a federal election section.
- Often worked within short time constraints to gather information from various sources, rewrite and edit stories to update the website with breaking news, such as the events of September 11, 2001 and the Columbia space shuttle disaster.

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## **The Peterborough Examiner, Peterborough**

Reporter, November 1999 – June 2000

- Researched, conducted interviews and wrote three to five news stories daily for publication.
- Trusted to work independently on weekends.

## **Dow Jones News Service, Toronto**

Intern Reporter, summer 1999

- Conducted in-depth research and interviews in order to write features on Canadian companies. These stories enhanced the daily Dow Jones coverage and several were republished in major daily newspapers, including *The Wall Street Journal*, *The Globe and Mail* and the *National Post*.
- Depended upon to write breaking business news stories.

## **The Windsor Star, Windsor**

Intern Reporter, summer 1998

- Wrote a minimum of one story daily for publication in the City section.
- Often called upon near deadline to write a breaking news story.

## **Education**

Bachelor of Applied Arts in Journalism from Ryerson University. Graduated 1999.