

Amy Butcher, Web Writer

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Goal

- Provide nonprofit and public sector organizations with meticulously researched and impeccable online content that drives their missions.

Skills

Writing | **Web content, blogs, e-mails and newsletters**

- Refine messages, develop story ideas and craft headlines that make readers sit up and take notice.
- Research and segment target readers and develop personas to understand pain points, needs and desires in order to create engaging and useful copy with clear calls-to-action.
- Use analytics to discover key performance indicators that show how an organization's content drives its mission.
- Create a content roadmap to help organizations understand for whom they are creating content and why.

Editing | **Copyediting, structural editing and proofreading**

- Use up-to-date editing practices based on the standards of the Editors' Association of Canada to prepare texts for internal and external publication.
- Document editing changes with a style sheet to ensure consistency.
- Use editing software to speed up the editing process.
- Apply a thorough understanding of literary techniques and dramatic theory to include storytelling principles in all types of online content.



Summary of Work Experience

- Created and updated website content as Communications Coordinator for the Montreal Neurological Institute (2005 to 2006).
- Over ten years of experience with web projects, from full website content overhauls to section refreshes, for large corporations and public institutions.
- Other projects include online marketing brochures, newsletters, social media posts, and marketing case studies for a range of clients in the private sector, with an emphasis on food and nutrition.

Education

2014 | **Online Marketing Institute, Certificate in Digital Marketing**

2007 | **Graduate Diploma in Translation, McGill University**

1999 | **Honours B.A., French Literature, University of Toronto**

Continuing Education

- Web analytics course: Poynter News University
- Email copywriting courses: Copyhackers and American Writers & Artists, Inc. (AWAI)
- Certified content marketer training: Copyblogger Media
- Copywriting, nonprofit copywriting, web site audits and SEO courses: AWAI
- Editing bootcamp training: American Copy Editors Society (ACES)
- Poynter ACES Certificate in Editing

Memberships

- Editors' Association of Canada
- American Copy Editors Society
- Nonprofit Technology Network
- Canadian Science Writers' Association

Honours and Awards (University of Toronto)

- Four-year Arbor Scholarship
- Margaret Della White Entrance Scholarship
- Katherine Ann Radford Participation Award
- Gordon Cressy Leadership Award
- Toronto Woman's Bookstore Essay Award

Testimonials

"It's such a pleasure working with Amy. She has an unparalleled eye for detail and never misses a deadline. She really gets what nonprofit communications professionals have to deal with every day. I highly recommend her!"

Marine Groulx, previous publications coordinator at Centraide of Greater Montreal

"Amy's work was outstanding and exceeded all expectations. She went deep into the subject and is a very talented writer. She delivered on time – even though I got the materials to her late! Highly recommended."

Heather Krause, Dataassist (data services for nonprofits)