



JOANNE LATIMER

Freelance Copywriter & Content Marketer

"Today's writers need to curate content and manage online communities." – JL

Starting out as a film reviewer and lifestyle reporter, I honed my skills writing copy on deadline. After years of writing about brands and tracking trends, the transition to copywriting came naturally. Now I'm a freelancer who works with advertising agencies, P.R. companies and marketing departments to create compelling narratives. This is my strength, whether it's crafting web text and social media or national campaigns.

AREAS OF EXPERIENCE

Web text, e-blasts, blog posts, webisode scripts, press releases, campaign copy, brochures, newsletters, annual reports, packaging and product descriptions.

(Writing samples available at www.joannelatimer.com)

AWARDS

2013: Canada Council for the Arts writing grant
(Creative Non-Fiction Category)

2010: nomination for a Canadian National Magazine
Award (Humour Category) for a Maclean's article

2009: Canadian National Magazine Award
(Words & Images Category) for STRUT magazine

ACADEMICS

S.E.O. online workshops

M.A. in Art History

Honours B.A. in History & Art History

PERSONAL DETAILS

Devoted blogger. David Sedaris stalker.

Left-handed striver. New Yorker subscriber.

Yoga fanatic. HBO addict. Museum tripper.

TED Talk listener. Tennis enthusiast.

Cupcake renunciate. Unconfirmed fan
of accordion music.

**JOANNE
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References available upon request.