



JOANNE LATIMER

Journalist, copywriter & storyteller

As an award-winning journalist, my work has been published in *The New York Times*, *The Globe and Mail*, and *Maclean's* magazine. By pivoting to a career in marketing and communications, I enjoy ongoing relationships with agencies, television production companies and brand managers.

FILM & TELEVISION

2015–2019

Entering the industry as a film critic, I transitioned into writing for production companies. Tasks include researching and developing original TV series (factual), writing pitches for broadcasters, writing show bibles for scripted series, creating episode summaries and producing electronic press kits (EPKs).

Clients: Apartment 11, Cinar, CMJ Productions, Gala Film, Handel Production, Pixcom, Telefilm Canada

COPYWRITING EXPERIENCE

2000–2019

Thriving in deadline-driven environments, I write press releases, web text, e-blasts, video scripts, social media content, annual reports, content for digital newsletters and campaign copy. My specialization is lifestyle branding—fashion, beauty, luxury goods—leveraging my eight years with *FASHION* magazine writing about products and trends.

Agency relationships: Electric Pixel, Imago, Tuxedo

Company/brand clients: Aeroplan, Aldo, Air Canada, Ardene, Birks, BMW (Mini magazine), Bombardier, Concordia University, Ikea, Keatext (AI), La Senza, L'Oreal, Marcelle, Montreal Children's Hospital, OnSign, Trans Canada Trail

JOURNALISM BACKGROUND

1992–2019

Working as a book reviewer, a film critic, a travel writer and an arts reporter, my work has been published in *The New York Times*, *The Globe and Mail*, *Maclean's*, *Ms.*, *The National Post*, *The Toronto Star*, *The Ottawa Citizen*, *En Route*, *Art News*, *Fodor's*, *The Irish Times*, *Châteline*, *FASHION*, and *The Montreal Gazette*

EDUCATION

1994 M.A. Concordia University (Art History)

1990 B.A. University of Western Ontario (History & Art History)

1999 Summer Institute of Film & Television

AWARDS & ACCOMPLISHMENTS

2019 Quebec Writers' Federation Mentorship program winner

2014 Canada Council for the Arts writer's grant winner, category nonfiction

2010 Canadian National Magazine nomination (*Maclean's*)

2009 Canadian National Magazine award winner (*Strut*)

1992 Helena Rubinstein Foundation scholarship winner—MOMA paid internship

**JOANNE
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References available upon request.