

LAURA WEBER

wbr.laura@gmail.com
www.lauraweber.info

EDUCATION

Advertising Copywriting - Post-Graduate Certificate
Humber College, 2014

Magazine & Website Publishing - Independent Studies
Ryerson University, 2013

Bachelor of Arts - Art Technologies & Communications
Simon Fraser University, 2012

EXPERIENCE

GIFTAGRAM - Content Manager

Developed in-app copy as well as advertising creative and direct response content such as emailers/newsletters. Managed all social media accounts. Also worked with the merchandising team to develop product descriptions and brand partnerships.

GLADSTONE HOTEL - Marketing Associate

All hands on deck! Marketing support for hotel, restaurant, and event space including social media management, sales and promotions, project and event management.

GOTSTYLE - Writer, Editor, Stylist

Founding partner and managing editor of Gotstyle Magazine. Sales support for the retail store as well as writing product descriptions for e-commerce, coordinating photo shoots and producing content for the women's blog.

TOM* MAGAZINE - Managing Editor FW14 / Features Editor SS15

Helped launch the official magazine of Toronto Men's Fashion Week. Assembled and contributed to the editorial line-up, recruited and managed contributing writers.

CONTEMPO MEDIA - SHARP MAGAZINE - Editorial Intern

Managed and contributed to the online magazine and produced original content for the print edition. Attended product previews and liasoned on behalf of the magazine.

BROCKTON COLLECTIVE - Art & Event Curator

Consulted with gallery managers and artists to construct and coordinate art exhibitions and private events.

SKILLS

Copywriting	Social Media Marketing
Creative Direction	Project Management
Publishing (print, digital)	Event Planning
Styling	

TOOLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator)
Microsoft Office (Word, Excel)
CMS (Wordpress, Shopify)