

BRYN SYMONDS

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LANGUAGES: English – Fluent | French – Advanced

MARKETING & MANAGEMENT

MARKETING COPYWRITER (2008 – PRESENT)

Air Canada Vacations. Montreal, Canada

- Create results-driven, original copy for national advertising campaigns
- Assure brand identity and priorities for all marketing tools out-of-home, print and online, including aircanadavacations.com, social media and email campaigns
- Write inspiring travel stories and interview influential people for enRoute Magazine, blog.aircanadavacations.com
- Engage in creative production meetings with all levels of management
- Develop and maintain copy standards, compliance and accuracy (based on Canadian Press)
- Research and benchmark industry standards

ACCOMPLISHMENTS: Chair Environmental Affairs Committee (4 years); Peer Appreciation Winner (2013); Record revenues and customers carried (2013)

DIRECTOR OF STUDIES FOR CANADA (2006 – 2007)

Centre Linguista Canada (CLC). Montreal, Canada

- Develop new curriculum and procedures, including General English Program with Placement Test, Professional Career Development, Teacher's Manual and Student Handbook
- Supervise all aspects of international customer care including pre-arrival bookings, welcome, accommodations, payments, departure and post-departure follow-up
- Administer an annual human resources budget including hiring, training, and development opportunities

ARTISTIC DIRECTOR (2004 – 2008)

Stewart Productions. Montreal, Canada

- #5 Best Play in Montreal, Montreal Mirror's Best of Montreal, 2007
- Winner: Most notable promotional campaign & Most notable direction, Harvest Festival, 2006

WRITING & EDITING

FREELANCE STRUCTURAL- AND COPY-EDITING

- kiliwarriorexpeditions.com, 2013
- Silanis, e-sign live, silanis.com, 2013
- Christina Fletcher. Who They Really Are, A Guide to Spiritually Aware Parenting, 2011
- Hor, Kyung Sun. Master's Thesis, "The Westernization of Korea: from the *Hanok* to Today", McGill School of Architecture, McGill University, 2006
- Stanislaus, Inobe. Ghetto Grooves, Caribbean Camera, Montreal, Qc, 2003 – 2005
- Inhousepress. 6 novels including "Around the World" short-listed in the CBC Literary Awards Competition, 2005 – 2010

PUBLISHED WORKS

- "Mr. Hubert" Stationary Zine, Issue #6, September 2005. Featured in Good Reports; Canada's Premier Independent Book Site, Anthology, 2005
- "On Poetry" A Golden Morning, British Columbia: Poetry Institute of Canada, 2005
- "Woman Ironing" litbits.ca, February 2005
- "China, The incumbent super-power", The Bottom Line, McGill University, November 1999

TEACHING EXPERIENCE

TEACHER OF ENGLISH AS A SECOND LANGUAGE, 2002 – 2006
Centre Linguista Canada (CLC). Montreal, Canada

TEACHER OF ENGLISH AS A SECOND LANGUAGE, 2000 – 2001
Inlingua. Naples, Italy

TRAINING & EDUCATION

BACHELOR OF ARTS, MCGILL UNIVERSITY, MONTREAL, CANADA, 1999
Major: English Literature, Minor: Hispanic Languages
ACCOMPLISHMENTS: President of the Department of English Student Association

CERTIFICATE OF TEACHING ENGLISH TO SPEAKERS OF OTHER LANGUAGES, 1999
Canadian Global TESOL Training Institute. Montreal, Canada.

WEBINARS & COURSES

- Punctuation & Mechanics, Editors' Association of Canada, seminar, 2014
- Canadian Anti-Spamming Legislation (CASL), Baxter Travel Media, webinar, 2014
- Dan O'Day Writing Radio Copy, webinar, 2013
- Marketing to Your Customer's Brain, American Marketing Association, webinar, 2013
- Writing Blog Posts that Captivate & Convert, Marketing Words, webinar, 2012
- Social Media 101, Social Media Disasters, Horizon Watching, webinar, 2011
- The Craft and Art of Non-Fiction – Mark Abley, Quebec Writers' Federation, workshop, 2007

FIRST AID TRAINING – First Aiders in the Workplace – 2013

DIPLOMA IN DIGITAL PHOTOGRAPHIC IMAGING, Concordia Centre for Continuing Education, in progress

COMPUTER SKILLS

- Excellent Internet research and word processing skills, Windows & Mac
- Microsoft Office (Word, Excel, PowerPoint)
- Adobe Suite: Photoshop, InDesign, After Effects and Illustrator – working knowledge
- iMovie & Garage Band
- Macromedia Dreamweaver – working knowledge

PROFESSIONAL MEMBERSHIPS

- Fairmont Famous Agents
- Meliá Resorts Specialist
- Travelweek Learning Centre Diploma – Sandals Resorts, The Sandals Difference

REFERENCES AVAILABLE UPON REQUEST