



JESSICA ROSE

ABOUT

Jessica Rose is a marketing professional with more than a decade of experience in the not-for-profit and educational publishing sectors. Her passion for education, inclusion, and equity is evident in all she does.

CONTACT

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EDUCATION

BACHELOR OF JOURNALISM

2006
Carleton University
Ottawa, Ontario

GRAMMAR FOR WRITERS AND EDITORS

2011
Ryerson University
Toronto, Ontario




ABORIGINAL EDUCATION AND WORLDVIEW

2013
University of Toronto (Online)
Toronto, Ontario

ONLINE DONOR ACQUISITION AND RETENTION

2015
CanadaHelps

SOCIAL

-  [JRoseEdit](#)
-  [@jesrose1](#)
-  [@notmytypewriter](#)

CORE COMPETENCIES

- Social Media Management
- Strategic Communications
- Content Creation
- Digital Storytelling
- Writing and Editing
- Research and Fact Checking
- Graphic Design
- Media Relations

SELECTED WORK EXPERIENCE

YWCA HAMILTON

Social Media and Communications Coordinator (2015-2020)

- Produced organic and paid social media content to raise brand awareness while also supporting philanthropy and program marketing objectives of the organization
- Used digital marketing tools to support and highlight the advocacy work of the organization on topics including homelessness, poverty, social isolation, pay inequity, and barriers to women in leadership
- Worked with YWCA member associations across the country to successfully support and implement nation-wide campaigns
- Used digital photography and design skills to create authentic and compelling content for digital spaces and print materials
- Used excellent written communication skills to write speeches for CEO and other members of leadership, website content, internal and external newsletters and direct mail campaigns, and articles and editorials for traditional media
- Maintained organization-wide Communications Calendar in Outlook
- Provided leadership on a new organization-wide social media policy and best practices toolkit for staff (2019)
- Created and implemented digital fundraising initiatives and campaigns to secure much-needed funds and material donations
- Tracked and measured social media performance and data using a variety of analytics tools and applied results to new campaigns
- Tracked and managed social media budgets for campaigns of all sizes

JESSICA ROSE

Freelance Writer and Editor

SELECTED WORK EXPERIENCE (CONTINUED)

GRITLIT: HAMILTON'S READERS AND WRITERS FESTIVAL

Marketing Manager (2019-Present)

- Uses digital media and communications skills to promote gritLIT: Hamilton's Readers and Writers Festival, which welcomes 30+ authors to Hamilton each April, including children's authors which bring literacy into underserved schools in the Hamilton community
- Monitors all social media channels to ensure timely responses and shows good judgment when engaging with the digital and Canadian literature communities
- Maintains excellent relationships with members of local, provincial, and national media outlets to secure earned and paid media that help highlight the achievements of the festival
- Uses excellent written communications skills to craft press releases and website material
- Experience using content management systems, including Wordpress and SquareSpace
- Experience using SEO best practices for content creation
- Work with designers to create highly engaging print materials, including a program that is distributed to 10,000+ people
- Nurtures and forms meaningful internal and external working relationships and partnerships with stakeholders, including sponsors, local small businesses, authors, and publishers
- Recently, in the wake of Covid-19, worked closely with the artistic director to bring gritLIT programming into the digital sphere using webinar tools including Zoom

VARIOUS PUBLICATIONS

Freelance Writer and Book Reviewer, 2006-Present

- Clear and concise feature writing on a variety of topics
- Ability to work quickly and competently against strict deadlines
- Comfortable interviewing sources
- Impeccable use of language and conventions of grammar using a number of style guides (CP, AP, *Chicago Manual of Style*)
- In-depth research and fact checking
- Ability to write memorable deks and eye-catching headlines
- Publications have included *Quill and Quire*, *MarQueen Magazine*, *Children's Book News*, *Room*, *Ricepaper*, *THIS*, *Broken Pencil*, *Herizons*, *Brainspace*, The Hamilton Arts Council's Building Cultural Legacies project, and the *Humber Literary Review*
- Founding Editor of *The Inlet*, a local arts and culture magazine
- Current Book Reviews Editor for *THIS Magazine*
- Essay "Reclaiming Hamilton Through Artistic and Environmental Interventions" will appear in a forthcoming collection to be released in August by Wolsak and Wynn publishers
- Former feature writer and columnist, covering local authors and their books, for *Hamilton Magazine*

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Freelance Writer and Editor

SELECTED WORK EXPERIENCE (CONTINUED)

RUBICON PUBLISHING

Editorial Assistant (2007) | Editor (2007-2011) | Senior Editor (2011-2015) | Writer (2015-2019)

- Editor in the field of educational publishing, producing high-quality resources for students, including ELL/ESL students, reluctant readers, First Nations, Inuit, and Métis students, and other groups often underrepresented in publishing.
- Substantive editing, line editing, copy editing, and proofreading fiction, non-fiction, and graphic texts for students in Kindergarten to Grade 12
- In-depth research and fact checking using government databases, Statistics Canada, museum archives, photo databases, and primary sources
- Editing and writing teaching resources aimed at teaching ELL/ESL students, Indigenous education, and social sciences aligned with both Canadian and American curriculum documents
- Sourcing content and securing reprint permission rights when necessary
- Successfully managed an audio project that produced 25 audiobooks
- Using literacy tools including Lexile and Flesch-Kincaid readability tests
- Pre-pressing books to ensure that they are ready for print publication
- Management of the following projects: Turtle Island Voices (Pearson), Big Ideas (Pearson), Sankofa Black Heritage Collection (Rubicon), Boldprint Graphic Readers (Oxford University Press)
- Four books written for Pearson myView Literacy series for the U.S. market
- Book *Building Healthy Communities*, part of the Boldprint Inquiry series is forthcoming in 2020

SELECTED VOLUNTEER EXPERIENCE

- Adult Basic Education Association (ABEA), Board Member (2019-Present)
- YWCA Hamilton Healthy Minds at Work Committee, Member (2019-Present)
- Hamilton Arts Council Literary Committee, Member (2018-Present)
- *Hamilton Review of Books* (Senior Editor) (2017-Present)
- YWCA Hamilton Women of Distinction Awards Committee, Member (2015-Present)
- Judge for the Burlington Public Library Teen Poetry Contest
- Organizing committee member for the City of Hamilton Senior of the Year Awards
- gritLIT: Hamilton's Readers and Writers Festival, Board and committee volunteer (2013-2018)
- Hamilton HIVE, Chair of the Public Relations Committee (2016)
- Canadian Women in the Literary Arts, CWILA Count volunteer (2015)

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AWARDS AND RECOGNITION

- Hamilton Independent Media Award for Best Media Outlet for the Inlet (2017)
- *Hamilton Spectator*: [Young Professional Spotlight: Passionate Advocate for the Written Word](#)
- *Hamilton Spectator*: [New website celebrates the Hamilton Literary Scene](#) (2016)
- Hamilton Arts Award Nominee in Writing (2015)
- Rubicon Publishing Projects I managed have received a number of awards, including Teacher's Choice Awards, TEXTY Textbook Excellence Awards, and Moonbeam Children's Book Awards

VARIOUS SPEAKING ENGAGEMENTS & WORKSHOPS

- Living Arts Symposium (Hamilton Arts Council): Led discussion "Literary Arts in a Time of Change"
- Hamilton Public Library: Social media workshop facilitator
- YWCA 1stBiz Employment Program: Social media workshop facilitator
- Mohawk College: Panel discussion speaker at #ConnectShareLearn19 conference for newcomers
- gritLIT: Hamilton's Readers and Writers Festival: Workshop host

CONFERENCES ATTENDED

- Reading for the Love of It, Toronto (2008-2012)
- Circle of Light: First Nation, Métis, and Inuit Education, Toronto (2011)
- Ontario Social History and Social Sciences Teachers Association (OHASSTA) Canadian History and Identity Conference, Niagara-On-The-Lake (2012)
- International Reading Association, San Antonio, Texas (2013)
- Berkshire Conference on the History of Women, Toronto (2014)
- Leadership Summit for Women, Hamilton (2015-2017)

REFERENCES & SAMPLES

- I will happily supply samples of written work, social media campaigns, and references upon request