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## PROFILE

A senior B2B freelancer with extensive corporate communications, content writing and project management experience. Thinks beyond traditional boundaries with outstanding insight, common sense and creativity. With a strong focus on client objectives and key messages, Amanda converts complex information into meaningful content to engage client audiences.

## ACCOMPLISHMENTS

- Created and transitioned successful content writing business across four countries and two continents
- Worked extensively with clients, agencies and consultants on B2B and B2C campaigns and projects
- Project managed complex websites and large-scale annual reports from concept to completion
- Built and led UK-based Unilever Operations Department, managing all direct sales and channel communications
- Directed strategic redefinition of corporate and product positioning for Unilever industrial products operation in Belgium
- Managed sales, marketing, technical, customer service and operations teams in UK and Belgium

## SKILLS

- Copywriting
- Project Management
- Industry Briefs
- Speechwriting
- Marketing Content
- Thought Leadership
- Case Studies
- Summary Reports
- Corporate Communications
- Whitepapers
- Newsletters
- Internal Communications
- Web Content Writing
- eBooks
- Annual Reports
- Landing Pages

## EDUCATION & LANGUAGES

**B.A. HONS. EUROPEAN STUDIES** – UNIVERSITY OF KINGSTON ON HULL, ENGLAND, UNIVERSITY OF STRASBOURG, FRANCE.

**LANGUAGES:** ENGLISH (MT), FRENCH (F), DUTCH (BASIC), GERMAN (BASIC), ITALIAN (BASIC)

## PROFESSIONAL EXPERIENCE



### From 1998 — Toronto, Canada

*Freelance Corporate Writer, Communications Specialist and Project Manager*

Client Sectors: B2B, Healthcare, Legal, Financial, Technology, Communications, Food, Recycling, Corporate, Non-Profit.

Portfolio: [www.amandaodonovan.com](http://www.amandaodonovan.com)

- Ariad Communications: Writing team member—Plantronics
- Osler, Hoskin & Harcourt LLP: Web Content
- Alliance Data Systems: US Focus Groups + Summary Report
- Oliver Wyman Toronto: Aviva Canada + OMERS
- AstraZeneca: Exhibition Guide
- Glaxo Smith Kline: Content Tums/Gaviscon Micro-Site
- [pVelocity](#): Project Management, Content
- Nestle: Packaging Copy Delissio Pizza/Turtles
- WireIE: Blog Posts [2011](#) and [2012](#)
- Solutions360: White Paper, Brochures, Case Studies
- Celgene Canada: Content – Patient, Practitioner, Pharmacy
- [Elevate Your Greatness](#): Web Content
- Credit Valley Hospital: Focus Groups and Summary Report
- Bell Canada: Content Cloud Computing
- Canadian Tire: Sales Manual Guidelines
- [StoneWood Group](#): Web Content
- [My Little Chickpea Gourmet Foods](#): Web Content
- [Canada World Youth](#): 40th Anniversary Publication
- Microsoft USA: [Business Scorecard Manager: Sales](#)  
[Business Scorecard Manager: Operations](#)
- Rogers Communications Inc.: Sell Sheets
- Windmill Software Inc.: Case Studies, Marketing Content
- [Stewardship Ontario](#) + CSSA: Project Management, Web Content, Annual Reports, [2011](#), [2012](#), [2013](#), [2014](#) + [2015](#), [makethedrop](#)

### 1990 – 1995 — Belgium, France, UK

*Freelance Content Writer*

### 1981 – 1990 — UK, Belgium

*Lever Industrial, Unilever*

*Business Unit Manager, Brussels, Belgium*

*Operations Manager, London, UK*

*Product Manager, London, UK*

*Unilever Graduate Trainee/Assistant Product Manager, London, UK*