

**SARAH ANTON**  
**FREELANCE WRITER, EDITOR, MARKETER**  
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*PROFILE*

Passion and ability to write creatively, effectively and with impact across all forms of communication. Ability to work under pressure and strict deadlines, strong team player, and professional attitude. Strong problem solving skills, motivated leader with a visionary mindset, excellent interpersonal, organization and communication skills adaptable to any given situation.

**Writing:** Professional writer of non-fiction. Specialist in copywriting, blogging and business writing. Ghostwriter of popular blog posts and eBooks.

- Published at Global Living Magazine and Foundr Magazine as well as countless client websites, newsletters, brochures, advertisements and marketing campaigns

**Editing:** Managing editor of blogs, websites and marketing pitches Developmental editor of books, articles and essays. Sub-editor of any written material in French or US English.

- Managed and edited content from online blog contributors for O2 MAX Fitness and Shop Club USA Network. Experienced in project management, quality assurance and quality control, working with CMS.

**Marketing:** Effective online and offline marketing strategist and creative director. Consultant on branding, marketing, advertising and public relations. Develop, write and execute cross-platform programs and added-value opportunities. Create/update sales materials such as media kit, promotion flyers, general presentation and content.

- In charge of event planning and management for O2 MAX Fitness and countless other small to medium businesses. Focused on user experience, search engine optimization, and consumer psychology

*EXPERIENCE*

Writing Leo, Montreal, Canada

2012 to present

**Owner; Writer, Editor and Marketer**

Writing samples and testimonials available at [WritingLeo.com](http://WritingLeo.com)

- Insightful consultant and collaborator in the creative process
- Excellent communicator who establishes trust and asks precise questions to optimize results
- Working knowledge of media trends, brand insights/activity and industry innovations

**Recent publications:**

- Global Living Magazine
- Foundr Magazine
- SheOWNSIt
- O2 MAX Fitness

*EDUCATION AND QUALIFICATIONS*

**University of Copenhagen**

Social Entrepreneurship Online

**The Great Courses**

Nutrition Made Clear with Professor Roberta H. Anding M.S.  
The Everyday Gourmet with Chef Bill Briwa

**Online University**

Social Media Marketing Diploma

**Dawson College**

Major in Business; Minor in Marketing