

Lauren Jane Heller

Experience

Communications Director, Transit App
August 2015 – December 2015

Developed and executed marketing materials, in-app copy, release notes and social media campaigns

- Completely overhauled company website
- Wrote all web content including blog posts, social media posts and app release notes
- Coordinated PR activities, wrote press releases, liaised with media

Staff Writer, BetaKit

August 2015 – Today

Weekly coverage of the Montreal technology scene

- Write articles about Montreal events, upcoming startups and other tech news
- Interview CEOs and thought leaders
- Translate articles from French to English

Copywriting, Freelance

January 2012 – Today

Content creation including: brand stories, blogging, web content, social media, scripts, marketing copy

- Clients include: Enkidoo, Bio-K+, Urban Barns, Marianopolis College, Bumper to Bumper, Rise Kombucha, Kemptville Meadows, Fuel Online

Montreal Event Organizer, HackerNest

January 2015 – Today

- Event coordination including budgeting, procurement and staffing
- Promotion and community management

Sponsorship Lead, HackerNest

March 2015 – August 2015

Led and managed fundraising team for tech non-profit

- Strategized and executed sponsorship efforts
- Managed a team of sponsorship seekers
- Built and stewarded sponsor relationships
- Contributed to marketing and communications

Web Communications, McGill University
Dentistry

December 2014 – May 2016

- New website design and execution
- Maintained Faculty of Dentistry websites
- Published biweekly newsletter
- HTML form creation/integration into AbelDent

Journalism, Freelance

November 2010 – March 2015

Technology, travel, sustainability, food, parenting

- Publications include: Montreal Gazette, Canada.com, Tuja Wellness, Healthy Harvest House

Associate Producer, PMA Productions

September 2011 – January 2012

- Worked closely with the producer on all aspects of production and post-production

Creative Development & New Media,
PMA Productions

September 2008 – September 2011

- Creation of television and film concepts
- Content writing, social media, website design

Education

Concordia University, Montreal

2007 – 2008

- Graduate Diploma – Communications

McGill University, Montreal

2002 – 2007

- B.A. Honours – English: Cultural Studies

Skills

- Exceptional English; Fluent French
- Microsoft Office, Mac and Google office tools
- Wordpress, Drupal, HTML, CSS
- Working knowledge of Adobe Photoshop