

# YVETTE PUTTER

WRITER. EDITOR.



## PERSONAL PROFILE

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I am a versatile writer with an eclectic background in communications. From media relations roles and outreach, to research and development, and in writing and editing - I've had my hands in many different pockets.

## CONTACT

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 [yvetteputter](#)

 [www.yvetteputter.ca](http://www.yvetteputter.ca)

## EDUCATION

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Mount Royal University,  
Alberta Canada.  
Applied BA in  
Communications, Journalism.

## SKILLS

- Trusted communication and networking skills.
- The ability to work under deadline and multi-task various elements of projects.
- The ability to follow instructions for a client's needs, to discuss project direction and brainstorm ideas - and then delivering quality results.
- Extensive experience in media sourcing and news release production.

## WORK EXPERIENCE

**Trailblazer Magazine, Co-Editor. Advertorial Writer**  
NOV. 2020 - CURRENT

- Completing all rounds of edits for this 100-page print publication.
- Developmental editing in working with contributing writers, including feedback on formal print-publication style, interviewing and sourcing.
- Creating a Media Outreach file for the publishers - a sourced contact list of all relevant promotional outlets.
- Creating news releases for the publishers.
- Contributing as a writer for advertorials (business profiles).

**StandOut Magazine, Writer**

JAN 2017 - JAN. 2018

- As a contributing feature writer for this online publication (and print-on-order), I delivered articles on fashion (including sourcing images), health and mental wellness, and social interest pieces.
- Maintained direct communication with the editorial team, managed deadlines and provided input.

## WHY ME?

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Why might I be a good fit for your needs?

I am a heart-centred person and I strive to work with others who feel and live the same way. This means that if I choose to work with you, it's because we have a connection in the topic, cause or goal we (you) are aiming to achieve.

I am a quick learner, an experienced communications staffer, and someone genuinely interested in helping others succeed. As a writer and communications specialist, I feel best about my own work when I know it is getting the results the client hoped for.

When working with me, you will find respectful and open communication, team work and accountability.

## WORK EXPERIENCE CONT.

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### **Be Charlie, Creator. Owner. Operator.**

SEPT 2016 -DEC. 2018

- A company I founded to pursue a personal interest in developing an apparel line promoting mental health, positivity and outdoor therapy.
- I created all websites (including an online shopping portal), media outreach, social media, promotional materials, and all products (including sourcing) and branding.
- Communication expertise involved working with vendors, clients, the artists I used for creating the images and web management/development.
- I shut down the company only due to medical needs, which required me to take a leave of absence from all work from Jan. 2019-Oct. 2020.

### **Independent Blogger,**

#### **Yvette' Slice of Life. The Mommy Confessionals.**

JULY 2013-JULY 2016

- In 2013, while I was working for a non-profit as a public relations manager, I decided to venture into the world of blogging as a means to learn more about web writing, social media, and as a way to write about topics I was passionate about. I created two blogs - one was targetted at parents (as that was the demographic I was in), and the other was focussed on healthy lifestyles, cooking and baking.
- This experience taught me about SEO, various social media tools and I experimented with web platforms such as WordPress, Wix, Bluehost, and Shopify.
- Feature articles would be posted once a week (over 1,000 words), with recipes posted once a week as well. All articles were optimized, promoted and some were distributed for publishing on larger online sites.
- A monthly newsletter was created in addition to the weekly mail-out list for newly published articles
- I eventually featured a monthly contribution by other bloggers, which meant coordinating, sourcing, and editing those feature pieces.
- The newsletter had approximately 400 subscribers by closing date and articles were shared from 200-2,000 times per post.



## SAMPLES

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Please visit my website for samples of my writing. You will find news articles, news releases, feature articles, personal-perspective blog pieces, and corporate examples.

Under the Service Packages section, you will also find more details in my niche offerings and fees.

And lastly, if you want to know more about me as person, you can learn that from my About section

[www.yvetteputter.ca](http://www.yvetteputter.ca)

### **Parent Link Centre,**

#### **Public Relations Manager. Program Coordinator.**

JUNE. 2011- JULY. 2014

- As the only public relations manager for the non-profit, I coordinated and executed all media-related productions. These included: social media interest pieces and posts, traditional media outreach, website management, e-mail communications and newsletter production/distribution, editing content written by the group's Director and providing feedback on speaking points and creating a program brochure and photo library.
- In addition to my role as public relations manager, I also acted as a program coordinator for education workshops. These workshops were for parents and included topics such as finances mental and physical health and parenting tools, I sourced all workshops and created all hand-out materials.

### **Columbia Basin Trust, Public Relations Coordinator.**

APRIL 2008- AUG. 2010

- As part of a four-person team, I served as a coordinator and head writer in a fast paced and very busy organization where working as team was essential.
- Duties included preparing press releases, organizing media opportunities, writing speaking notes for staff members, writing for and completing updates/uploads to the website, producing and managing the twice-monthly newsletter, coordinating publications and fact sheets, and event planning and coordination.
- Major items produced under my lead were the annual Report to Residents and a "how-to" guide on media relations/branding produced for all non-profit organizations in the Columbia Basin region.

### **The Calgary Sun Daily News, Reporter. Feature Writer.**

JULY 2005-MAY 2007

- I served as a deskier under the Special Sections department. This included creating feature pieces for pull-out magazines (sourcing and writing) and working with the advertising department to create and liaise advertising profiles and stories.
- I was also utilized as a floater reporter, moving to various departments as needed. This gave me experience writing in news, business, entertainment, features and health and wellness.
- I left this position for the birth of my first child, and did not return as my family relocated during the maternity period.