

STEPHANIE SMALL-ROSS

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RELATED EXPERIENCE

2008 - PRESENT

SENIOR COPYWRITER, SHOPPERS DRUG MART, TORONTO

- Crafted compelling copy for a variety of mediums including video, radio, digital, booklets, flyers, in-store marketing, out-of-home, and social media.
- Successfully utilized AI tools to produce voiceovers, brainstorm, and elevate copy.
- Managed commercial radio which included working with external producers, selecting talent, directing records, and writing scripts.
- Conceptualized and presented creative concepts and media strategies that were captivating and inspiring.
- Proofread and edited B2B communications and reports.

2004 - 2007

MARKETING COORDINATOR, TRANSCONTINENTAL MEDIA, TORONTO

- Coordinated advertising for the newspaper *Investment Executive*.
- Liaised between the marketing and editorial departments.
- Responsibilities included pagination, design, copywriting, and internal communications.

EDUCATION

HONOURS BFA, YORK UNIVERSITY

Areas of study: Visual Fine Arts, Art History, Humanities, English.

DIPLOMA CREATIVE ADVERTISING, SENECA COLLEGE

Areas of study: Copywriting, Marketing.

SKILLS

Writing. Editing. Wordsmithing. Proofreading. Directing. Using AI Tools. Creative Thinking. SEO. Detailed Oriented. Self-Motivated. Collaborative. Talent Selection. Digital Marketing. Relationship Management. Consumer Insight. Brainstorming. Branding. Social Media Marketing. Problem Solving. Time Management.