

VICKI THOMAS

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[@vickitopcrosser](#)

I am a writer. I am an editor. I am a researcher. I am online and engaged. I have the skills and experience to write compelling content for you. I have the knowledge and understanding required to put the “social” in your social media campaign/profile.

I HAVE

Real experience with professional writing including website content, blog posts, magazine articles, SEO articles, and marketing collateral:

- For Iversoft Solutions and Vinyl 21 Communications I provided website analysis with suggestions on how to improve the layout and content of the websites. In addition I wrote the website content for these companies.
- For a private marketing company, I write and edit website content for their clients.
- For private marketing clients, I write a range of articles focusing on specific SEO terms and a range of topics.
- For AutoBuying101.com, I wrote professional blog posts on a range of automotive-related topics.
- For the Disaster Recovery Journal and xMatters Inc., I write professional blog posts on industry-specific themes.
- Written product reviews, product comparison charts and book reviews for a range of private clients.
- Created and wrote marketing collateral including product specification sheets, email newsletters and website copy for KingsBridge Disaster Recovery.
- Freelance writer for Canadian Cycling Magazine - I brainstormed, researched, and wrote a range of magazine articles and managed the website content generation and production.
- Freelance writer for Cyclocross Magazine - I wrote a series of first-person articles about racing cyclocross in Europe.

Proven Social Media expertise managing Twitter, LinkedIn and Facebook accounts for private clients:

- Created websites and Twitter and Facebook accounts for private clients, managing and creating a community of followers.
- For Blue Volcano Media I created and managed three social media accounts on Twitter and Facebook.

EDUCATION

Bachelor of Journalism, Carleton University, April 1994

SKILLS

Proven writing, editing and research skills

Copywriting for the web knowledge and experience

Fully aware of the impact of new media on the news and story generation

Comfortable writing in the technology space

Search Engine Optimization expertise

Media monitoring experience

Social Media expertise

Blog writing and web site content creation

Strong web site development skills including HTML and CSS experience

WordPress web site creation and maintenance

Well-versed in online communities such as Twitter, Facebook, Google+ and Tumblr

Fully comfortable with Microsoft Office, Adobe software, image conversion software

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EXPERIENCE

Private corporate clients: blog posts, press releases, website content

Private corporate clients: product reviews, price comparison charts, book reviews

Private corporate clients: SEO and keyword focused articles

Private corporate clients: iTunes app store descriptions, Twitter and Facebook posts

Social Media Assistant for Blue Volcano Media: managed and developed three accounts

Canadian Cycling Magazine: freelance writer and web site news manager

Cyclocross Magazine: online and print columnist

Pedal Magazine: online contributor

TeamWork Press: freelance writer

ABOUT ME

I am a writer and editor with the skills and desire to get the job done and to do it well. My technical writing experience combined with my Bachelor of Journalism give me an excellent foundation to be a writer who asks hard questions, analyzes problems from all angles, and is not afraid to speak up.

I have the skills to generate the content you need – whether this is website content, marketing collateral, online community building, magazine and other print content, blog posts, product reviews – really if it needs to be written or edited – I'm it.