

Alaine Mackenzie,

Discovery Channel scripts, NAV CANADA aviation manuals, Bentall Kennedy capital executive summaries, science and technology web content — these pieces were written for various audiences with differing viewpoints. I enjoy the process of enhancing customer satisfaction by crafting my writing and design to please audience values.

I have been actively seeking a career opportunity that would allow me to craft content on varied and dynamic topics while incorporating aspects of sociology and psychology. This is why I am interested in applying for Shopify's content strategist position.

I am a journalism graduate from Ryerson University. I studied how to write for various audiences and how to deliver content on multiple media platforms. I find targeting specific audiences intriguing and filled my elective timetable with sociology and psychology classes to better understand varying publics. The study of interaction between customer and company incorporates both my journalistic and human interest, which I aspire to make my career.

One of my proudest attributes developed in the journalism program was the ability to craft quality targeted content under the pressure of strict deadlines. I built websites using WordPress and am currently learning HTML/CSS (please visit my website www.ashleycochrane.ca.) My academic success lead to an internship with Discovery Channel's nightly broadcast, Daily Planet.

At Daily Planet I worked with producers to research show topics, which ranged from complex medical studies to intricate new technology. My responsibility was to summarize each topic in a way that would both intrigue and teach a young audience. I wrote scripts for hosts Ziya Tong and Dan Riskin and produced online web summaries of the nightly episodes. I was also in charge of producing a segment of the show, Weird Planet, which showcased wacky and fun ideas and inventions. This involved interviewing people from around the world, understanding their product and broadcasting it in a way that satisfied them, Daily Planet, and the audience. The work was a timely production with daily deadlines.

Over the past two summers I also worked for NAV CANADA and helped write sections of aviation manuals. I was involved with simplifying and summarizing Performance Based Navigation (PBN) information to be added to the Aviation Information Manual (AIM.) I like the challenge of transcribing difficult and abstract ideas into easily understood concepts.

I currently work for Bentall Kennedy as an administrative assistant in charge of accounts payable for the World Exchange Plaza. I keep track of all building costs and assist the general manager and vice president of leasing with tenant and company related tasks. This includes understanding and responding to varying tenant needs while also creating and keeping healthy relationships with each tenant. I am in charge of our safety alert system, writing tenant bulletins, creating posters, editing documents and planning tenant functions. I helped revamp our new website and was recently assigned to manage its content.

I believe my academic background and job experience has given me the skillset to work with content meant for differing merchants with varying needs. I would embrace the experience with passion and energy.

I look forward to the opportunity to meet with you.

Thank you for your time.

Sincerely,
Ashley Cochrane

Ashley Cochrane

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INTRODUCTION:

I have been actively seeking a career opportunity that allows me to craft content on varied and dynamic topics while incorporating aspects of sociology and psychology. The study of interaction between customer and company incorporates both my journalistic and human interest.

EDUCATION:

Bachelor of Journalism

Ryerson University, Toronto, Ontario
Class of 2015

Awards

- English Excellence Certificate
- French Excellence Certificate
- Three original poems published in two amateur author collections
- Photo and Digital Imaging Certificate
- Extended French Certificate
- First place in Ontario's Provincial Skills Canada Cardboard Boat Race Documentary Challenge

SKILLS:

Software and Programming

- Adobe Creative Suite 6
- HTML / CSS
- Final Cut Pro 7
- Nikon DSLR Cameras
- Microsoft Office Suite
- iNews

Operating Systems

- Windows
- Mac OS

Communication

- In-depth understanding of content delivery on multiple media platforms
- Capable of turning difficult and abstract ideas into easily understood concepts
- Comfortable and skillful interviewer who recognizes interviewees' values and voice
- Technologically proficient
- Understands the importance of harmony between a team of individuals
- Grammar enthusiast

WORK EXPERIENCE:

Bentall Kennedy

May 2015 - Present

Administrative Assistant / Accounts Payable

- Assist the general manager and the vice president of leasing with tenant and corporate related matters
- Keep track of all World Exchange Plaza building operating costs to stay within capital budget
- Manage new website content
- Oversee safety alert system
- Edit documents and write bulletins
- Organize building functions
- Design posters
- Process and file invoices using ImageNow
- Organize and file all paperwork pertaining to contractors and tenants
- Answer phone calls and inquiries about the World Exchange Plaza
- Manage all mail directed to/sent from Bentall Kennedy

Discovery Channel, Daily Planet

January - April 2015

Executive Assistant to Discoveries Producer (internship)

- Research, understand and summarize new science and technology content for the daily show
- In charge of producing the Weird Planet segment of the show
- Write scripts for hosts
- Write online summarizations of the show
- Phone and e-mail contacts for resources
- Interview show subjects
- Attend shoots and assist producers
- Work in a fast-paced environment under same day deadlines

NAV CANADA

May 2013 – Sept 2014

Flight Operations (co-op student)

- Helped write sections of aviation manuals
- Involved with simplifying and summarizing Performance Based Navigation (PBN) information to be added to the Aviation Information Manual (AIM)
- Helped schedule and keep track of flights and procedures flown at airports across Canada
- In charge of keeping contact with the pilots and assigning them ground and flight work to complete
- Remapped NAV CANADA's flight paths across Canada to the most efficient route patterns
- Helped design company posters and have photographed and filmed NAV CANADA flights to make short personal documentaries

Winners / Homesense**May 2012 - 2013*****Sales Associate***

- Cashier
- Warehouse replenishment staff dealing with new store inventory

Home Outfitters**2010 - 2013*****Guest Services and Salesman***

- Guest Services and Sales associate
- HBC MasterCard and Credit card salesman
- Restocked and decorated the store

The Shoe Company**2010 - 2011*****Salesman***

- Shoe Salesman

Tim Hortons**2009 - 2010*****Key Holder***

- In charge of the staff, counting and refilling the cash registers and closing and locking the store
- Acted as supervisor during the manager's absence

Cumberland Soccer Association**Summers 2008-2010*****Referee and Coach***

- Coached and refereed under 6 girls soccer teams

PERSONAL INTERESTS

- Piano
- Guitar
- Soccer
- Snowboarding
- Reading
- Writing