





BELINDA BRUCE

EDITORIAL & COMMUNICATIONS SPECIALIST

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 belindabruce.com

ABOUT ME

I am passionate about language, design, stories and music. Throughout more than 20 years as a writer, editor, graphic designer and communications consultant across diverse industries including publishing, advertising, media, international development and the arts, I have helped organizations and individuals articulate their vision, define their brand, reach and expand their audience, create experiences and raise funds. I endeavour to continually refine my storytelling and technical skills through education and opportunities.

I greatly value authenticity, social connection, creativity, curiosity and collaboration in my life and work.

EXPERTISE

Editing & Proofreading
Graphic Design
Copywriting, Feature Writing
Communications & Marketing
Social Media Strategy
Interviewing
Research
Project Management

PROFESSIONAL EXPERIENCE

Freelance Editorial, Communications & Design | 1995-present
Select clients include:

- **Pi Theatre** | 2013-Present: Design annual reports, newsletter templates, brochures. Interim Marketing and Communications Manager (2013).
- **The Search Party** | 2020: Created social media campaign for theatre production *The Amaryllis* at the Firehall Arts Centre.
- **Tanya Marquardt (Author/Performer/Playwright)** | 2020: Copy-edited draft of new memoir by New York-based author.
- **Big Top** | 2014-2016: Created and maintained website for Vancouver band.
- **Jack Morton** | 2014-2015: Designed slide decks and custom graphics for Jack Morton clients, including Lowe's and 2(X)IST.
- **Vancouver International Film Centre** | 2009-2015: Designed weekly print ads for film showings, plus web ads, rack cards, posters and slides.
- **New Works** | 2013: Interim Marketing and Communications Manager for dance management company and five dance clients.
- **Tonic Records** | 2011-2013: Wrote bios and designed sell sheets and posters for musicians.
- **Frugalbits.com** | 2010-2011: Wrote and edited content for website about spending smart.
- **Vancouver Review** | 2007-2011: Wrote about arts and culture for print magazine. Co-created circulation/marketing campaigns including communications design. Assisted with grant applications, business plan writing, proofreading, and Word on the Street booth.
- **Wayde Compton (Author)** | 2009: Researched race terminology for *After Canaan: Essays on Race, Writing and Region* (Arsenal Pulp Press, 2010).
- **Raphael Heaggans (Author)** | 2009: Edited non-fiction book *The 21st Century Hip-Hop Minstrel Show* (University Readers, 2009).
- **Citizen Lab/Psiphon Inc./The SecDev Group** | 2007-2009: Editor and desktop publisher for interconnected cyber security organizations.
- **Tugboat Group** | 2006-2009: Writer/editor/content strategist on various projects in print media, websites, brand identity, advertising and marketing.
- **Arts Alive + Arts Exposed** | 2005-2006: Designed and wrote articles about arts and culture on Vancouver's North Shore for bimonthly print magazine, *Arts Alive*. Edited annual arts and culture guide *Arts Exposed*: wrote features, sourced/created images, and developed design.
- **D&M Publishers** | 2003-2004: Proofread non-fiction book manuscripts.
- **Post City Magazines** | 1996-1998: Proofread five monthly neighbourhood newspapers. Wrote news, features and profiles for publication.
- **Maclean's** | 1995-1996: On-call researcher, proofreader and fact checker for weekly issues and special projects including annual university guide.

EDUCATION

Master of Fine Arts, Creative Writing

University of British Columbia
Vancouver, BC | 2001

Magazine Writing

Toronto Metropolitan University
Toronto, ON | 1995

Bachelor of Arts, English

York University
North York, ON | 1992
(Dean's Honour Roll)

TECHNICAL SKILLS

Adobe CC: Audition, Photoshop,
InDesign, Illustrator, Acrobat DC
Google Workspace
Microsoft Office
WordPress, SquareSpace
Zoom
iMovie
MailChimp
Slack
Social media: Facebook, Twitter,
Instagram, YouTube/Vimeo, LinkedIn

PROFESSIONAL DEVELOPMENT

Digital Marketing in COVID: Facebook + Instagram Advertising,

Alliance for Arts + Culture,
Vancouver, BC | 2021

Digital Ladders Learn to Do Lab,

Alliance for Arts + Culture,
Vancouver, BC | 2019

Block A (writing for performance),
PTC, Vancouver, BC | 2018

**Tod Maffin's Digital Marketing
Bootcamp**, Vancouver, BC | 2015

Story is a State of Mind, Sarah
Selecky Writing School (Online) | 2013

WordPress, Emily Carr University of
Art + Design, Vancouver, BC | 2012

Self-Employment Program, Langara
College & EASE, Vancouver, BC | 2005

Eight-step Editing, Editors' Association
of Canada, Toronto, ON | 1994

Communications Manager (part-time)

Playwrights Theatre Centre, Vancouver, BC | 2015-2021

- Managed communications and marketing for theatre development centre, including content creation for social media, bimonthly newsletters, press releases, website and blog.
- Designed and disseminated print, video and online promotional collateral.
- Created fundraising campaigns and helped raise over \$20,000.
- Led company rebranding in 2015, including design of branding package.
- Managed website redesign and accessibility updates in 2016 and 2021.
- Founding collaborator on the Unscripted 'behind the scenes' event series.
- Mentored communications interns.

Communications Manager (part-time)

Theatre Conspiracy, Vancouver, BC | 2010-2021

- Coordinated communications including content creation for newsletters, social media, press releases, website and blog.
- Designed and disseminated print, video and online promotional materials.
- Managed events including signature fundraising supper series, Secret Spaces, and helped raise over \$25,000.
- Led company rebranding and website redesign in 2013 and 2017.
- Worked with Push Festival in co-producing Club PuSh, and acted as representative at national performance festivals/conferences.
- Assisted with grant applications, budgets and travel/tour bookings.

Managing Editor

Coastlines, Vancouver, BC | 2006-2009

(Harbour Air Seaplanes in-flight magazine)

- Planned and managed new magazine's content and editorial budget, including sourcing story ideas and images, managing contributors and story assignments, and liaising with Harbour Air.
- Edited contributors' articles and proofread final copy/layout for publication.
- Wrote features, profiles and articles about travel, leisure, health, wellness, business, lifestyle, arts and culture, plus SEO content for coastlinesmagazine.com.

Desktop Publishing Associate

Advertising Coordinator/ Outreach DTP Associate

Vancouver International Film Festival, Vancouver, BC | 2004-2005

- Designed ads and flyers for annual festival in coordination with sponsors, programmers and outreach coordinator.
- Negotiated film sponsorships with key print media.

Assistant to the Publisher

Greystone Books, Vancouver, BC | 2003-2004

- Managed editorial materials: submissions/rejections, advance book information, editorial fact sheets, manuscript due dates, advance payments and arts council grants.
- Evaluated manuscripts, liaised with authors and participated in editorial meetings to contribute to publishing decisions.
- Maintained publisher's schedule. Organized travel and materials for international rights and export fairs, including sales presentation packages.

AWARDS & HONOURS

Nominee: Favourite Folk Artist,
6th Annual Independent Music
Awards, Canada | 2006

**Nominee: Best New / Emerging
Artist & Best Solo Artist,** Canadian
Folk Music Awards | 2005

**Semi-finalist: International Songwriting
Competition** for "Rust" (released on
album *The Good Life*, 2007) | 2005

First Prize, Poetry, Perspectives: The
Flight of the Imagination Contest, UBC,
for "The Aubade of the Chair" published
in *Perspectives Anthology 2000* | 2000

Laura Fowler Memorial Scholarship,
CFUW, South Delta, BC | 2000

PUBLICATIONS (LITERATURE)

"**The Perfect Match**" (poem), *Descant*
(Love That Dares issue) | 2004

"**Course Outline – George 510**" (poem),
The Book of George (Tribute to George
McWhirter, UBC), BoG Collective | 2004

"**Love is a Muscle – Round 3**" (poem),
Event 30/2 | August 2001

"**Down the Line**" (poem), *Wreck* |
April 2001

"**The Tyranny of Early Risers**" (creative
non-fiction), *Fugue* | 2000

MUSIC BACKGROUND

Singer-Songwriter/ Musician: Perform
original music and with various groups
at venues and festivals in Canada & U.S.
Produced and released two critically
acclaimed albums. Nominated for
several folk music awards | 1999-present

Performance Highlights: Vancouver
Folk Music Festival, PuSh Festival, CMW,
Celebrate Stanley Park, Accordion Noir
Festival, Bluebird North, Western Canadian
Music Festival, Vancouver Writer's Festival,
VIA Rail Artists on Board Program.

Researcher/ Personal Assistant

Peter C. Newman (Author), Vancouver, BC | 2001-2002

- Researched and wrote essays on history, business, law and politics for memoir (104,000-word book of compiled research).
- Proofread copy, transcribed interviews and input author's edits into manuscript.
- Provided assistance for author's home office including filing, supplies and correspondence.

Executive Editor/ Business Manager

Prism International, Vancouver, BC | 2000-2001

(Literary journal, Creative Writing Dept., University of British Columbia)

- Managed magazine's finances and administration including budget, contracts, contributor fees/awards, fulfillment, distribution, grant proposals and project reports.
- Evaluated submissions, participated in editorial board.
- Trained and managed staff, volunteers and interns.
- Produced promotional materials, updated website, proofread copy.

Publicity Assistant/ Editor

Department of Theatre, Film and Creative Writing, University of
British Columbia, Vancouver, BC | 1999-2000

- Provided publicity materials for the Creative Writing Department including press releases, advertisements and event invitations.
- Wrote and edited weekly student newsletter *The Grapevine*.

Assistant Editor/ Production Coordinator

Farm Radio International, Toronto, ON | 1996-1999

- Researched, wrote and edited radio scripts about international agriculture, health, nutrition and social issues for developing countries. Included research trip to Jamaica, West Indies.
- Designed and produced quarterly packages of radio scripts.
- Edited, designed and produced quarterly member newsletter *Voices*.
- Delegate to UN Convention to Combat Desertification, New York, NY.
- Wrote project reports and program submissions for funding agencies and assisted with management of on-site company library.

VOLUNTEER/ OTHER EXPERIENCE

Workshop Mentor: The Poetics of Popular Songwriting, PTC Studio
Workshop Series, Vancouver, BC | 2021

Editorial Board Member/ Proofreader, *Vancouver Review*, Vancouver, BC |
2006-2011

Mentor: Student, Department of Writing, University of Victoria, BC | 2008

Photography Assistant, Bantilleon Weddings/Carmen Schmid Photography,
Vancouver, BC | 2007

Chair: Poetic Persuasions Committee (Reading Series), Green College,
University of British Columbia, Vancouver, BC | 2000-2001