

# LINDSAY PURCHASE

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@LindsayPurchase

## EDUCATION

Wilfrid Laurier University  
Honours Arts with Distinction,  
Global Studies, 2014

University of Regina  
Course: Writing and Editing for  
Public Relations, Jan. – April 2017

## VOLUNTEERING

### CultureLink

November 2016 – present

- Assist with social media posts and create promotional materials for events
- With a team, plan and run events to help newcomer Canadians integrate into the community

### Riverdale Immigrant Women's Centre

August 2015 – Oct. 2015

- Instructor in Pathways to Employment program, teaching computer skills to adults





### Projects Abroad

July 2012 – Aug. 2012





- Two-month volunteer placement in Togo, working with youth in orphanage and teaching English to high school students

## STRENGTHS

### Professional

Communication   
Social media   
Writing/editing   
Problem solving 

### Interpersonal

Conflict resolution   
Teamwork   
Leadership   
Independence 

## WORK EXPERIENCE

### Alzheimer Society of Oxford

#### Freelance communications writer

August 2017 - Present

- Interview donors/volunteers and write accompanying articles, Facebook posts and e-newsletter blurbs

### The Canadian Press - Pagemasters North America Digital Editor

July 2015 – Present

- Edit and publish stories to theglobeandmail.com
- Write headlines, summaries and photo captions
- Find photos and videos to accompany online content
- Select stories to post from national, international wires

#### Editor

June 2014 – July 2015

- Copy editing for clients The Toronto Star and The Globe and Mail, including proofreading, fact checking, writing display copy and editing for online to increase SEO of articles
- Pagination, including layout and photo cropping

### Wilfrid Laurier University Student Publications - The Cord Senior News Editor

May 2013 – April 2014

- Managed a team of editors and reporters for Campus and Local/ National news sections
- Edited stories for accuracy, grammar and style
- Promoted content on Facebook and Twitter
- Wrote multiple articles for weekly issues, and took photos and video as needed
- Used InDesign to develop creative and visually engaging page layouts

### Commission on Human Rights and Administrative Justice (Accra) Communications Intern

June 2013 – August 2013

- Responsibilities included media monitoring, attending human rights/administrative justice-related events and creation of communications materials including reports, speeches, feature articles and press releases

## TECHNICAL SKILLS

Microsoft: Word, PowerPoint, Excel, Publisher; Adobe: InDesign, Photoshop; ScribbleLive; Hootsuite; TweetDeck; WordPress