

# Simon McDermott

Content specialist, writer and editor

I am a highly motivated and well-trained professional with over a decade of experience in the newspaper, magazine and website publishing industries.



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(514) 928 - 4661



Ile Perrot, Quebec, Canada, J7V 9Z5



## SKILLS

Content creation

Content research

Writing

Editing

Project management

Team leadership



## WORK EXPERIENCE

### Production Editor

#### Reader's Digest Magazines Canada

01/2004 - 06/2010

Montreal, Canada

##### Achievements/Tasks

- Supervised production of bimonthly UGC (user generated content) magazines Our Canada and More of Our Canada.
- Managed a team of five writers, editors and art professionals.
- Led regular art and content meetings.
- Organized magazine production schedules and liaised with printers to ensure printing deadlines were met.
- Took part in media (radio) interviews to promote the Our Canada brand.
- Worked with contributors to ensure their stories were related in the best way possible.
- Ensured all published content adhered to the Our Canada brand voice.

Contact : Gary George - gary\_george@rd.com

### Blog Writer

#### Adeo Marketing

05/2012 - 09/2013

Magog, Canada

Web design and marketing company

##### Achievements/Tasks

- Wrote regular blogs for company clients as part of their ongoing SEO strategy.
- Met with company clients to discuss and adjust SEO strategy as required.
- Joined company owners on sales calls to educate prospective clients on the importance of quality content.

### Content Writer

#### Fort Nine

02/2014 - 10/2015

Montreal, Canada

Online retailer of motorcycle tools, parts and apparel.

##### Achievements/Tasks

- Researched and wrote scripts for short videos that demonstrated company products.
- Updated content on company website.
- Created fresh content for company website.



## WORK EXPERIENCE

### Owner and Operator

#### Moto Depot Plus

12/2018 - Present

Notre-Dame-de-L'île-Perrot, Canada

Motorcycle winter storage and repair facility, specializing in Japanese machines.

##### Achievements/Tasks

- Bought and renovated a 1,700 square-foot garage unit.
- Offered a range of storage and repair services to owners of Japanese motorcycles, including tire changes, oil and filter changes and general repairs.
- Designed and wrote company website.
- Created customer booking forms.



## ACHIEVEMENTS

### Our Canada (01/2004 - 06/2010)

Designed, created and initiated every document and procedure that controlled the day-to-day operation of Our Canada and More of Our Canada magazines.

### Moto Depot Plus (12/2018 - Present)

The complete imagining and setting up of a successful motorcycle storage and repair shop; from building purchase and renovation, to office set up, website design and the marketing of company services to prospective clients.



## INTERESTS

Motorcycle mechanics

Dog breeding

Motorcycle riding

Health and fitness

Reading

Cooking



## EDUCATION

### Specialization in Journalism

Concordia University, Montreal

09/2000 - 06/2002

### Diploma, Motorcycle Mechanics

ICS, Canada

09/2016 - 09/2017