

# Anders Turgeon

## Web Writer and Content Creator

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### Objective

Web writer and content creator with more than five years of experience in writing, journalism and social media. Experience working in a bilingual French-English environment. Specialized in writing SEO-optimized web and social content, with a constant focus on editorial rigour, creativity, and linguistic quality.

### Education

#### 2026

AEC, Social Media Management  
CDI College (Montreal campus)

#### 2015

Certificate in Professional Writing  
University of Montreal

#### 2015

AEC in Social Media Strategies and Animation  
Mastera, Collège Bois-de-Boulogne and Cégep de Jonquière

### Skills

- **Writing & Content**
  - Web writing (blog posts, pages, UX microscopy, newsletters)
  - Tone adaptation and *brand* storytelling
  - Proofreading, proofreading and editorial standards (linguistic quality)
- **SEO & Social Media**
  - On-page SEO *optimization* (keywords, titles, meta, internal linking)
  - Content creation and scheduling for Instagram, TikTok, LinkedIn, YouTube
  - Monitoring, performance analysis and content iterations
- **Tools**
  - WordPress / Wix / GoDaddy (bases)

- Canva, suites sociales (Hootsuite/Buffer), Ubersuggest
- Suite Microsoft 365 (Word, Excel, Outlook), Teams/Slack/Zoom
- Basic editing (subtitles, simple cuts, social formats).

### Work Experience

#### 2025-2026 **Web Content Creator (Internship)**

Artur x L'Original, Montreal

- Writing blog posts and SEO-optimized web pages
- Creation of short texts for social networks (titles, descriptions, CTAs)
- Collaboration with the team to adapt the tone to the different platforms

#### 2019-2022 **Freelance Writer**

Leadstream Agency, Montreal

- Documentary research and writing of optimized web content (landing pages, posts)
- Adaptation of the style according to the mandates (B2B/B2C) and respect for briefs
- On-time delivery and revisions based on customer feedback

#### 2017 **Journalist**

QuébecSpot Media, Montreal

- Preparing for and conducting interviews
- Writing articles (interviews, reviews) and online publication
- Event coverage and cultural monitoring

#### 2015-2016 **Junior Social Media Manager (Internship)**

Hashtag Media, Montreal

- Facebook, Twitter (X) and Instagram (B2B) account management
- Creation of visual and written content for different media
- Proposals for editorial ideas and mini-strategies

#### 2012-2013 **Assistant Journalist**

Journal de la Rue, Montreal

- Writing blog posts, editorials, columns, newsletters and press releases
- Interviews, research and proofreading of articles
- Publishing and Animating Content on Facebook and Twitter (X)