

RESUME

LAUREN O'MALLEY

writing • design • communications • events

Niagara-on-the-Lake, Ontario, Canada

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gatheringniagara.com



SUMMARY

My goal is to always go beyond, in whichever discipline I find myself. I am inspired by participating in and collaborating with community and culturally focussed ideas, events and concepts. I am always eager to use my many skills, collected through a lifetime of curiosity and experiences, to create meaningful and exciting work.

SKILLS OVERVIEW

Writing of all kinds: 30 years copywriting experience (full time, freelance and contract); 20 years journalism (freelance and contract) (samples on website)

Graphic design/art direction (20 years freelance and contract experience) (samples on website)

Event creation, coordination, management and promotion (6 years professional experience)

Brand creation and development

Communication and marketing strategy

Editing and proofreading

Social media strategy and management

Comfortable with Wix, and some Wordpress

OTHER SKILLS AND INTERESTS

Single mother of 1; yogi; environmentalist; community activist. Niagara enthusiast; local food freak; small business supporter. CBC Radio 1 (aka NPR) devotee; front & backyard farmer; maker. Your basic neo-hippie.

MOI

I moved to Niagara-on-the-Lake from Toronto in 2002 to start a family, and to bring fresh enthusiasm to what I saw as a town full of opportunities. Successful with both! My daughter is finishing elementary school, Gathering Niagara is enjoying another morph, and I am now known in Niagara as a connector, bringing people, ideas and communities together.

I inevitably find myself profoundly involved in community: beyond Gathering Niagara and on top of the columns in local newspapers, I also created and produced a quarterly newsletter for NotL residents (The Local—ripe for a relaunch), and am at the core of a great many local initiatives.

I'm developing a blog, and writing a series of novels for tweens as well as a book of short stories for a more mature audience.

I have built a solid following for several businesses (including my own, of course) using social media such as Twitter, Facebook and Instagram; I enjoy the interaction very much.

And I am looking forward to so much more to come!

WORK EXPERIENCE

The NotL Local (*weekly newspaper*)
Freelance reporter/photographer
2019

The Lake Report (*weekly newspaper*)
Niagara Now (*online news source*)
Freelance reporter/photographer
2018

LOCOideas
(I am LOCOideas)
Writing, design, brand development, communications, marketing/promotion, content creation
1997 to present

Gathering Niagara
(I am Gathering Niagara)
Event coordination, management, production and promotion. Graphic design, writing, communications, social media
2012 to present

YUMery.com
Creative Director
I worked closely with the founder of this food-sharing website to create all of the branding and all collateral materials, and designed the website itself. I also collaborated with her on business development, brand statements, social media and communications strategies, and all communications including Maker outreach, press releases and more. I developed advertising and social media campaigns, and also managed social media accounts (Facebook and Instagram). Also curated and wrote all blog posts.
April 2017 to March 2018

BOCO
(I am BOCO)
Home made small-batch sauces and condiments.
June 2017 to present

LOCOL
(Lauren O'Malley's Community Opportunities for Learning)
I created and curated a community learning space
December 2016 to September 2017

Niagara Integrated Film Festival
Event Coordinator
World's Smallest Film Festival Coordinator
Community Outreach Coordinator
Spring/Summer 2014

Manager, The Markets at the Village, NotL
I am so proud to say that with passion and dedication I grew the local Farmers' Market from 8 vendors to 34. I also coordinated different live bands each week, with youth performances as well. I also engaged local and regional services to provide useful knowledge about issues like waste management, library usage, and even how to deal with ticks and prevent Lyme Disease. I even threw in greeters from the community, local authors, and a few flash mobs.

Conceived of, initiated, created, branded, managed and promoted the Wednesday evening SupperMarkets, a runaway success that spawned many imitations. Bringing gourmet food trucks and their food-forward culture to Niagara-on-the-Lake, and layering the event with artists, artisans and live music (all original acts – no covers – different every week). Handled all promotion, beginning to end, including a weekly newspaper column, weekly e-newsletters (which became relatively acclaimed), promotional bookmarks, social media, etc
2012

Columnist (*Op Ed*)
The Niagara Advance
2003 to 2005
The St Catharines Standard
2005/2006

Performer/actor
Studied at George Brown College
Represented by Butler Ruston Bell Talent Agency
1995 to 1997

Copywriter
Vickers & Benson Advertising, TBWA Paris, Glowinsky & Gee Advertising
Client list included Coca Cola, McDonalds, Samsonite, Hertz Car Rentals, Elte Carpets, the Ontario Jockey Club and dozens more
1984 to 1994
1994 to present freelance/contract

Model
Signed by Judy Welch Models
1984 to 1987

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December 6, 2018

Hi there.

I'm intrigued by the possible diversity of topics and materials you might assign me for Page One Power and your clients.

I hope my application is thorough enough, and my writing style and experience are appealing enough to make following up with me irresistible.

Please feel free to contact me with any questions.

I look forward to hearing from you.

Thanks!

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AlgeaCal cover letter page one

December 14, 2018

Hi there.

What an enthusiastic and passionate plea for an elaborate job application!

I believe I'm a Content Writer in the making because I'm writing content and have been for years. You can see plenty of examples of my work on my website.

I most definitely fit in with mission and values because who in their right mind wouldn't? Caring, being authentic, striving for the best and getting 'er done well so you can have fun are just plain right.

Discussing my toughest challenge is personal, and is really beyond the scope of this interview. I'm 53, I've had a miscarriage and two divorces, and those weren't even the toughest challenges I've faced. Which means I've lived a lot and have earned some pretty profound wisdom.

That, and my decades in marketing and communications, lead me to wonder why you're marketing so specifically to older women, when your product contains the extra-whammy magic of K2 and strontium. Your market is huge, dude.

The three most recent books I have read are Foe by Iain Reid (creepy, in a skin-tingling sort of way), Cherry by Nico Walker (heavy and dark, and funny and light too; an amazing debut novel), and Pretend I'm Dead, by Jen Beagin (not for everyone, but hilarious to me). All in the last ten days. I inhale fiction like life-breath.

For fun: I get as much quality time as possible with my tween daughter; create funky stuff (knitting, sewing, lots o' crafts); cook vegan food that doesn't look or smell sad; read people's minds; hug dogs (my own and others'). I like to research interesting adaptogens to add to my morning smoothie (see attached photo) and look for powerful, life-shanking supplements (for me, berberine and glutathione—see attached photo of my panel of daily supplements). Latest intrigue: Mucuna Kapikacchu powder for its work with a variety of internal systems, including digestive, nervous and reproductive. Plus it's fun to say.

My current job, which is almost full-time: I've just switched from being a multimedia reporter and editor with one independent newspaper in my small town to do the same position at a more community-minded start-up independent weekly newspaper. I'm very excited about this move because it will allow me to serve and connect my community even more than before, and my employers are caring and transparent. (Not that they're see-through, that would be weird. They're normal human beings and they do their business above-board and openly.)



AlgeaCal cover letter page two

Having written a thousand newsletters for others, I'm not keen to write one for you for free. Sorry! My work samples should be enough to show you the caliber and scope of my work.

I won't be creating a video for a freelance writing job. Another sorry! Happy to have a FaceTime call if that's required. You can visit my Facebook page to confirm I am a healthy, relatively normal human being—who doesn't make videos of myself for job interviews. :D

I want to join the AlgeaCal team because it looks like it might allow me to do some freelance writing that will support my start-up job and not kill my soul. This seems like a much better option than the ethically sketchy ghostwriting I've been avoiding.

I will not be an AlgeaCal Brand Superstar. That's just not my jam. I'm a writer, an introvert. I'm also not about to blow your mind. Unless you are awed by ethical, interesting people who write really well.

Having said that, I'm a 27 on the caring scale, so I hope I haven't disappointed you. And if I do some freelance writing for you, I will care very deeply about doing it well and reliably and respectfully.

"When you think you've done enough—do more."