

# Teresa Krasnichuk

Writer and Editor

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## Professional Summary

Specializes in writing and editing web content, technical writing, research, and search engine optimization (SEO). Able to adapt to a variety of styles and voices dependent on clients needs and target audience. A proven track record of completing assigned tasks with ease and on time with a strong background in multiple forms of writing and editing. Skilled at translating complex ideas and concepts into clear and concise content.

## Writer and Editor - August 2023 – Present

*Government of Canada, PSPC branch*

**Website:** [www.canadabuys.canada.ca](http://www.canadabuys.canada.ca)

- responsible for copy editing new content including knowledge based articles, news articles, and landing pages, as well as, updates to existing pages.
- copy editing tasks include :
  - compliance with the Canada.ca Style guide
  - readability by establishing plain language usage
  - document formatting to match style and voice of the CanadaBuys website
- collaboration with other government departments, clients, and team members to create informative content
- create internal and external email communications concerning projects and host online meetings with clients and other departments
- use of technical writing skills to create training guides and online knowledge based articles
- perform online publication duties that include minor HTML coding
- participated in and contributed to team meetings, strategic discussions, and design workshops

## Junior Writer and Editor – March 2023 – April 2023

*Co-op Placement at Stittsville Central*

**Website :** [www.stittvillecentral.ca](http://www.stittvillecentral.ca)

- adapted memos and police notices using plain language to create articles that met readability standards
- conducted interviews and research for the creation of articles on various topics
- collaborated with team members to discuss article topics
- provide photographs to accompany articles and to be used on social media.

## Professional Skills

- well-versed in a variety of content management systems (CMS), including Squarespace, Wix, WordPress, and Drupal
- assisted with web publishing activities and processes
- created and managed blogs centred around recipe creation, travel and tourism, and pop culture
- knowledgeable in Search Engine Optimization (SEO), social media management, and marketing on a various platforms
- well-defined time management and organizational skills
- trained in information management techniques

## Education

### Professional Writing Honours Diploma

*Algonquin College/Ottawa*

2021– 2023

### Dental Hygiene Honours Diploma

*Confederation College/ Thunder Bay*

2010-2012