

EMMA FARQUHARSON

emmafarquharson.com • efarquharson@gmail.com • 647-201-3662
149 Roxborough St. E., Toronto, ON M4W 1V9

AWARDS & RECOGNITIONS

AMA (American Marketing Award) for Best Experiential Marketing, 2008

- ING DIRECT Philadelphia Board Game (Copywriter and Conceptual Design)

EDUCATION

2011: University of Toronto, School of Continuing Studies (Toronto)

Marketing Management

2007: Joseph L. Rotman School of Management (Toronto)

Bridge to Business Executive Program

2007: Ontario College of Art and Design (Toronto)

Bachelor of Design, Honours, Advertising

EMPLOYMENT EXPERIENCE

2011: BMW Toronto

Motorcycle Sales Consultant, Marketing Writer

- Worked in motorcycle sales and reviewed bikes for the BMW website
- Lead group rides and participated in bike seminars/shows
- Wrote copy for various internal/external ads including newsletters and print

2011: Brandworks International (Toronto)

Freelance Copywriter

- Wrote radio and TV ads for Nikon Canada and Toyota Ontario Dealerships
- Assisted in art direction, pitched to creative team, assisted in production

2009 – Present: Mushy Pony Inc. (Toronto)

Founding Director, Editor

- Founded this website devoted to Toronto twentysomethings, local celebrities, trends and more; continue to write and edit articles, as well as manage interns
- Currently receiving over 500 unique hits/day

2007 – 09: GWP Brand Engineering (Toronto)

Freelance Copywriter

- Wrote and designed ads for ING DIRECT (billboards, radio, print and online) in Canada and U.S., as well as Expedia, Kinder, Intact Insurance and Delta Hotels

2008: J. Walter Thompson (Toronto)
Junior Copywriter

- Wrote radio, television and POP ads for Tim Hortons and other clients; directed recording sessions

INTERNSHIPS

2007: National Post (Toronto)

- Designed page layouts for the Sports and A section of this major Canadian daily newspaper.
- Wrote headlines, edited copy while under tight deadlines

References:

Laura Koot, Managing Editor, The National (Abu Dhabi)

Former senior editor at the National Post

Email: laurakoot@gmail.com

Tel: 011 971 2 414 5328

Philippe Garneau, Creative Director, GWP Brand Engineering (Toronto)

Email: philippeg@brandengineering.com

Tel: 416 593 4000

Further references upon request