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[www.shannon-kirk.com](http://www.shannon-kirk.com)

## **SHANNON KIRK**

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### **OBJECTIVE**

To contribute my skills in web-based writing and editing to a sector about which I am passionate, one that fosters not only a positive working environment but also respect for and improvement of the world in which we live.

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### **OVERVIEW**

I possess degrees in Art History and Journalism and have worked in the realm of content creation, content management, SEO, and social media for more than three years. Prior to this time, I spent two years as an administrative assistant.

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### **EXPERIENCE**

Freelance Writer | Nov. 2015 - Present | Shannon Kirk, Freelance

My primary client is a start-up alternative health website, for which I have served as Content Manager for 2.5 years. Over this time, my tasks have expanded and evolved to include writing blog posts, landing pages, social media posts, video scripts, product descriptions, captions, and articles. I am also responsible for assigning and editing the work of junior writers, managing on-page SEO, and selecting and modifying website images. I also contribute to general business consultations and back-end editing.

#### **Other Contracts:**

- Victoria Wine Festival - blog posts (2016 & 2017)
- Cheese and Meat Festival - social media management (2016)
- Times Colonist 10k Run - social media management (2017 & 2018)
- Local PR firm - blog posts (ongoing)
- Local dispensary - blog posts (ongoing)

Production Asst./Content Writer | Oct. 2014 - Oct. 2015 |  
KeenART Media, Vancouver

- Blogging
- Technical article writing
- Editing and expansion of existing content
- Filming and editing how-to videos

Administrative Assistant | Sept. 2012 - Aug. 2013 |  
Buckwold Western, Saskatoon

- Filing and office organization
- Recording accounts receivable and payable
- Directing customer and branch inquiries
- Other duties as required

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## **EDUCATION**

Bachelor of Journalism | Completed May, 2014

University of Kings College  
Halifax, NS

Bachelor of Art History, Honours | Completed May, 2011

University of Saskatchewan  
Saskatoon, SK

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## **SKILLS AND ABILITIES**

- 2+ years experience managing junior writers
- Extensive experience with various computer software
- Excellent organizational skills
- Comfortable working in a team and independently
- Self-starter and hard worker
- Excellent time management and task completion
- Strong oral and written communication skills

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## **GENERAL INTEREST**

- Yoga (completed 200 hr Yoga Teacher Training, May 2018)
- Anatomy and Physiology
- Alternative Wellness
- Mindfulness