

# GUENEVERE NEUFELD

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Experienced, professional, adaptable.

808.464.1083

## EDUCATION

Graduate Diploma in Journalism - Concordia University, Montreal 2015

B.A. English (Honors) - University of Lethbridge 2008

## EXPERIENCE

Affiliate Program Communications February 2018 - Present

FLFE INNOVATIONS Corp.

- On-board new affiliate program partners including an active involvement in their marketing efforts
- Create and update landing pages
- Collaborate cross-departmentally ensuring affiliate program has marketing needs met
- Maintain and update resource portal including visual design
- Experience in Keap, WordPress, Canva, and video editing

Freelance Editor/Writer June 2015 - February 2018

- Provide timely copy editing services to AVIC, the Aviation Industry Corporation of China
- Content creation for diverse clients writing in their style and voice
- Transcribe audio accurately, professionally, and efficiently

Volunteer Fact-Checker December 2016 - February 2018

AJ Alternatives Journal Magazine - Canada's oldest environmental magazine

- Fact-check written materials with discernment, persistence, and extreme attention to detail

Communications Officer; Media Outreach & Social Media Manager September 2016 - September 2017

Yasodhara Ashram Kootenay Bay, British Columbia

- Engage in annual strategic planning with fundraising, marketing and programming department heads. Develop and update communications plan within department
- Publish Newsletter - gather, assign, write and edit stories; format to WordPress site; publish using Constant Contact to over 13,000 subscribers
- Media Outreach - Write news releases; engage digital and print publications to feature Yasodhara; pitch and write stories for publications; continually update communication plan and readjust deadlines according to project timelines
- Social Media Manager - Manage Facebook - write engaging posts, track audience and boosted posts; liaise with all Ashram departments to publish relevant content; supervise other social media channels
- Website maintenance and support including basic HTML

## Communications Internship June 2015 – August 2015

Concordia University Alumni Relations, Montreal

- Conduct interviews with alumni from Olympic athletes to important social figures
- Write articles for online publication modified to online style
- Compile and write sections of print magazine
- Prepare biographies for prominent members of the Concordia community

## Apprentice Editor & Social Media Intern November 2013 – April 2015

Elephant Journal – an online magazine with up to 5 million monthly readers at the time

- Edit and format submissions, publish using WordPress
- Participate in weekly meetings with the founder, managing editor, and editors
- Manage social media posts for Facebook pages with up to 120,000 followers

## Bookstore Manager May 2010 – April 2013

Yasodhara Ashram Kootenay Bay, British Columbia

- Oversee functioning of bookstore and guest reception area
- Train and supervise staff
- Track stock and sales, order and receive items
- Create schedules for bookstore, office administration and retreat centre registrations
- Software administrator for point of sale program
- Manage yearly inventories
- As Karma Yoga Program Facilitator:
  - Process applications
  - Develop curriculum, teach classes, workshops and orientation sessions
  - Provide on-going support for participants

## AWARDS & INTERESTS

Conferred the Susan Carson Award for journalism and shortlisted for the Joan Donaldson CBC News Scholarship

Interests: Travel, volunteering, hiking, cycling, yoga, literature, music, sustainable living