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I provide skilled and professional writing, editing, and consulting to help you connect with the people you want to reach. I'll help you promote your business or non-profit in an engaging and persuasive way. My workshops, coaching, and longer courses can teach you or your people how to communicate with impact, clarity, and confidence.

QUALIFICATIONS

Experience includes writing and editing feature articles, speaking notes, reports, press releases, newsletters, web content, marketing materials, and educational materials. I have edited items as small as a web page of 200 words and as large as the [Tr'ondëk-Klondike World Heritage dossier](#) of 300,000+ words (for which I led a team of editors in 2016–17). An illustrated book I edited was a successful UNESCO World Heritage nomination proposal for [Grand Pré, Nova Scotia](#).

Member: Association of Workplace Educators of Nova Scotia • Plain Language Association International • Writers' Federation of Nova Scotia

WORK

1998–present **Freelance writer, editor, and workshop leader:** Current and recent clients include Acadia University, Annapolis Valley Chamber of Commerce, Kings–Hants CBDC, Landscape of Grand Pré Inc., Lunenburg Board of Trade, the Municipality of the County of Kings, Nova Scotia Business Inc., Nova Scotia Community College (NSCC), Tr'ondëk Hwëch'in First Nation (Tr'ondëk-Klondike World Heritage nomination), Valley Women's Business Network, and Valley Regional Enterprise Network.

1993–98 Geoinformation International (a division of Pearson)
Cambridge, England

Group managing editor: guided editorial production and ensured high quality of three trade magazines covering geographic technologies: *Mapping Awareness*, *GIS Europe* and *Geoinformation Africa*. Worked closely with authors (including academics, decision makers and practitioners), freelancers and in-house staff.

Editor: in charge of editorial content and production of *Mapping Awareness* with advisory role on *GIS Europe*. Planned editorial strategy; commissioned features, reviews and opinion pieces. Rewrote submissions to improve clarity. Condensed wordy prose; researched and added new information to sketchy copy with authors' approval. Proofed and approved final layouts.

Hired in 1993 as editorial assistant for *GIS Europe*.

- 1990–92 **University of Waterloo, Ontario**
Teaching assistant (part time): taught weekly report-writing workshops to undergraduates. Taught principles of writing clearly and well for the intended reader.
- 1989–90 **University of Poitiers, France**
Teaching assistant (full time): taught classes in oral and written English to French undergraduates.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- 2020 **NS Department of Labour and Advanced Education**
 • Change Management (40 hours)
- 2013 **NS Department of Labour and Advanced Education**
 • Essential Accounting Skills (40 hours)
 • Sales & Marketing with Social Media (44 hours)
- 2011 **Association of Workplace Educators of Nova Scotia**
 • Communication Skills for the Modern Workplace (40 hours) • Mastering Facilitation Skills (34 hours)
- 2010–11 **Acadia Centre for Social and Business Entrepreneurship**
 GetConnected: eMarketing for Rural NS Businesses
- 1993–98 **Short Editorial Courses, Cambridge, England**
 Editorial Project Management • Better Subbing • Editing Features • Improving Your Publication • Sharpening Your Writing Style • Effective Research • Feature Writing
- 1990–92 **University of Waterloo, Ontario**
 PhD course work, Rhetoric and Professional Writing
- 1985–89 **Acadia University, Wolfville, Nova Scotia**
 BA, English and Language. University Medal in English. Governor General's medal for highest overall grade point average in a graduating class of 700+ students

COMMUNITY: LIFELONG LEARNING

- **Acadia Lifelong Learning Centre:** Advisory Board 2007–11; Chair 2009–11
- **Association of Workplace Educators of Nova Scotia (AWENS):** member since 2011; Editorial Board 2014–2016
- **Valley Women's Business Network:** member 2010–17 & Oct. 18–present; Executive Committee, communications and social media, 2012–14; secretary 2018–present

COMMUNITY: THE ARTS

- **Acadia University Art Gallery, Wolfville:** member 2008–17; photos in annual shows
- **King's Theatre, Annapolis Royal:** three 10-min. plays produced, King's Shorts 2010–16
- **Writers' Federation of Nova Scotia:** member 2006–21; 2nd prize Writing for Children 2007

REFERENCES

References are available on request. To see clients' comments, please visit my website: <https://www.rachelcooper.ca/testimonials.html>