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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 reports, feature articles, speaking notes, 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). I am currently instructing my 15th 40-hour Workplace Education program online for small-business owners, non-profit staff, and other working Nova Scotians.

Member: Annapolis Valley Chamber of Commerce • Plain Language Association International • Valley Women's Business Network • Writers' Federation of Nova Scotia

WORK

1998–present **Freelance writer, editor, and facilitator/instructor:** Recent clients include Acadia University, Annapolis Valley Chamber of Commerce, CBDC NOBL, Excellence in Manufacturing Consortium, Hants-Kings CBDC, Landscape of Grand Pré Inc., Lunenburg Board of Trade, the Municipality of the County of Kings, Nova Scotia Community College, Nova Scotia Farm Loan Board, Nova Scotia House of Assembly, Valley Regional Enterprise Network, and Valley Women's Business 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

- 2023 **NS Department of Labour, Skills and Immigration**
 • IDEA (Inclusion, Diversity, Equity & Accessibility) Fundamentals (40 hours)
- 2022 **NS Department of Labour, Skills and Immigration**
 • Social Media for Business (40 hours)
- 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
- 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: VOLUNTEERING

- **Acadia Lifelong Learning Centre:** Advisory Board 2007–11; Chair 2009–11
- **Valley Women's Business Network:** member 2010–present; Communications Director 2012–14 & 2022–23; Secretary 2018–2022; Treasurer 2023–24; currently Webmaster

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 2006–24; 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>