

Anthony Charron

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Qualifications

- 10+ years of experience in communications, publishing and digital agency services
- 8+ years in project management across print and digital mediums
- Proven skills in content planning and on deadline completion
- 4+ years of high-quality work for national and international brands
- 8+ years of digital experience, including web best practices and content strategy
- 6+ years of media experience at a monthly magazine

Relevant Experience

For the past four years have served as a communications advisor focused on the website of one of Canada's largest energy producers, managing content strategy, all website planning and deadlines, as well as other projects from internal bulletins to complete website builds.

Prior to focusing on corporate communications, spent six years building a rock-solid base of editing and writing skills for a monthly print publication, including developing the scheduling, workflow process and leadership skills needed to generate and publish high-quality content on an ongoing basis.

Experience

Contract Communications Advisor

February 2012 to April 2016

Encana Corporation– Calgary, Alberta

Served as an advisor on the Corporate Communications team with primary role focused on the company's external website. Duties included, but were not limited to:

- Planning, coordination and management of all content for *www.encana.com*. Working under minimal supervision, reporting to the manager of the brand team while working closely with communications leadership, executive leadership and the whole communications team.
- Working directly with clients across the organization for day-to-day content needs and the management of all large-scale web initiatives.
- Providing content strategy, site architecture and user interface recommendations for all external web projects.
- Creating internal websites using SharePoint content management system.
- Measuring and reporting on all external facing properties analytics using Google Analytics.
- Serving as project manager for the Encana Annual Report in both print and digital formats for the past three years.
- Maintaining Encana's social media channels as needed.
- Writing and editing internal and external communications items for a range of audiences.

Senior Content Analyst

December 2011 to February 2012

Critical Mass – Calgary, Alberta

Duties included the auditing of content and content strategy for client websites at an international digital agency with a focus on its Nissan USA account. Worked alongside copywriting, SEO, user interface and design team members to apply best web practices to website initiatives that met and exceeded client needs.

Web Editor

October 2009 to December 2011

Avenue Magazine/Redpoint Media Group Inc. – Calgary, Alberta

Responsible for the the coordination, editing and uploading of all editorial content for the magazine's website using Drupal CMS with daily, weekly and monthly deadlines. Initiated *Avenue's* social media program in 2008 and managed it for three years. Led the creation and ongoing distribution of two weekly email-based newsletters. Oversaw online contests and initiatives, including social media giveaways and high-volume surveys like the Restaurant Awards and Calgary's Top 40 Under 40.

Associate Editor

October 2008 to October 2009

Avenue Magazine/Redpoint Media Group – Calgary, Alberta

Position required a split of duties between online and print content. In addition to handling duties similar to those listed above on a part-time basis, print duties included writing for a variety of monthly departments, working in Adobe InDesign at all levels of the proofing process and taking part in the concept and creation of editorial content.

Assistant Editor

October 2005 to October 2008

Avenue Magazine/Redpoint Media Group – Calgary, Alberta

Duties included, but were not limited to, writing for a number of monthly departments as assigned by senior editors, completing fact-checking for all print content prior to publishing, handling all freelance invoices and purchase order details and acting as first contact for communication between accounting department and all freelance writers.

Education

Mount Royal College 2005

Calgary, Alberta, Canada

Bachelor of Applied Communication - Journalism

Obtained an applied degree covering all areas in the field of journalism. Course work included instruction on writing and editing for print, broadcast and online. Completed coursework that included software training in Microsoft Office, InDesign, Photoshop and video editing.

University of Calgary 2001

Calgary, Alberta, Canada

Bachelor of Arts – Political Science

Areas of study included Canadian and international governments, international relations and law, political philosophy, sociology, psychology, English and religious studies.

Interests

- Avid reader
- Movie lover
- Amateur guitarist, singer/songwriter and beginner banjo player