A person smiling for the camera

Description automatically generated

Francie Healy

Editor and Writer

Mallorytown, Ont., Canada

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<http://www.gofrancie.com>

Award-winning professional editor, writer, photographer, graphic designer (print/page layout). Copywriter, content writer, promotional and creative writer. technical writer, communications specialist. Author.

Full commandofAdobe InDesign, Photoshop, and Illustrator. Skilled with Google and Microsoft, Windows and Mac.

Familiar and comfortable with the Agile method; with JIRA, Confluence, and working closely with Subject Matter Experts (SMEs).

Completely creative and completely technical.

Projects include newspapers, magazines, press releases, narrative budgets, corporate newsletters, brochures, posters, page design, advertisements, publication inserts/supplements, company profiles and display material for both print and online; digital videos and slide shows; industry blogs.

**Specifics below:**

|  |  |
| --- | --- |
| **Creative** | **Technical** |
| **Editor and Features Writer, *Ottawa Renovates* magazine**  Currently, since January 2009  A 60-page glossy magazine promoting Ottawa renovators and the RenoMark program. Distribution 30,000. Responsible for editing, editorial planning, photo selection, feature writing, headline-and-cutline writing, final proofreading.  **Content writer, Greater Ottawa Home Builders** **Association**  September 2016 – November 2019  Digital content writing and photography/photo selection for the Greater Ottawa Home Builders Association -- for delivery to Facebook, Twitter and other social platforms to promote the renovation industry. About 150 blogs published.  **Content writer, Laurysen Kitchens, Ottawa**  Worked with a team of three to write and produce Laurysen Collection, a 68-page magazine of fine photography and promotional content for the Laurysen Kitchens showroom and its clients.  **Ghost writer**  Specializing in writing magazine columns and digital newsletter content for subject matter experts.  **Editor and Writer,** *Bounder* Magazine, Ottawa, Ont. 2009-2015  Responsible for co-ordinating and editing the work of writers and photographers as well as writing feature stories, fact-checking, final proofreading. 60 pages, distribution 30,000  **Newspaper editor, photographer and features writer,** *Dialogue*, Kingston, Ont.,  1995- 2011  Newspaper of the Diocese of Ontario, the Anglican Church of Canada. Monthly.  Responsible for editing the entire publication; photography; feature writing; editorials; layout; organizing and assisting volunteer writers. Circulation approx. 100,000.  **Community newspaper editor, photographer, features writer**, Rideau Lakes, Ont., 1990-1995  *Merrickville Tribune*, *Westport Mirror*, *Rideau Review* and others – Responsible for interviewing, reporting, editing, layout, design, photography, interviews, editorial analysis, editorials, research, fact-checking, final proofreading.  **Creative writer**  Published short stories in Canadian publications. Winner of the Wendy Patrick award for creative writing. First place, Short Story category, Associated Church Press. Second Prize, Short Story Competition, Writers’ Ink. | **Ross Video**  Currently under a non-exclusive contract as Technical Writer until March, 2021.  Ross Video is a privately held Canadian company that designs and manufactures equipment for live event and video production.  My responsibility: Creating a knowledgebase of documentation and user guides for customers and support staff.  **Bridgeline Digital**  September, 2019 - April 2020. Contract position.  Bridgeline Digital, based in the U.S with a branch in Canada, is a powerful multi-dimensional suite of software products for Marketing, Content Management Systems, Retail, Commerce, Portal, Social and Analytics.  My responsibility: writing user guides for each product in easy-to-understand language.  **Fibrestream** Ottawa,Ont.  July – September 2019. Contract position.  Fibrestream Ottawa is an internet service provider catering to people who live in condos.  My responsibility: creating a full knowledgebase for customers.  **Full time documentation writer, Stantive Technologies Group**, Kingston, Ont.  August 2014 – June 2019  Stantive Technologies Group was founded by Doug Girvin under Sun Microsystems in the 1990s.  Stantive developed OrchestraCMS, the first Enterprise class Content Management Platform built 100 per cent natively on the Salesforce.com platform with Walmart as one of its main clients.  My responsibility: writing, editing, design and consistent updating of all user guides for OrchestraCMS.  Worked closely with developers and SMEs to translate and explain technical language about this complex product into about 18 detailed, easy-to-read guides for Salesforce customers, and maintained a Salesforce Library.  Programs used: Adobe InDesign, Adobe Photoshop, Adobe Acrobat, Google, Microsoft Word.  Stantive Technologies was acquired by Bridgeline Digital in 2019. |

Other creative projects:

A sign on a pole

Description automatically generated**Designer** of more than 120 (2ft wide by 5 ft high) vinyl street banners for Westport, Ontario from 2007 to 2017.

The banners were commissioned by Westport in Bloom and the Government of Canada as a fantastic celebration of the art of children in two local schools. The children did the original artwork; my job was to recreate each piece in Photoshop and InDesign, in very high resolution, and have it printed on double-sided heavy vinyl. The banners represent the art of close to 200 children. They hang in Westport each year from late May to October.

(A smattering of samples [here](https://drive.google.com/drive/folders/1lNJwYCKJomujV-6iEPoHP6IRf9rk84m6?usp=sharing%20)).)

**Publications Designer**

Consistently for the Sisters of St. John the Divine, Toronto, Ont. (since 2009).