

Wendy Schaffer

gwenamon@gmail.com

Experience

Creative Director, Digital UX Writer & Content Strategist, Freelance

Toronto, 2011–present

Clients: Feast, FlipGive, Indigo, KBS+, McCann, Mischief Media, TELUS, Tribal Worldwide, UP Cannabis, and Wiretap

Creative Director, Blast Radius

Toronto and San Francisco, 2004–2011

Clients: ALDO, AOL, Chapters Indigo, Electronic Arts, Intrawest, KOL, Sports Authority, Standard Pacific Homes, Starbucks, Tremor EMI, and Yahoo!

Senior Content Strategist, Blast Radius

Toronto, 2002–2004

Clients: BMW, ExpressVu, MasterCard, Mini, and Nike Philips

Content Director, Infinet Communications

Toronto, 2001–2002

Clients: Bayer, Fido, Organon, and Procter & Gamble

Senior Writer & Team Lead, ExtendMedia

Toronto, 1998–2001

Clients: Bell, Cablevision, CTV Sportsnet, Discovery Health, Dish It Out on The Food Network, Life in the ER on The Learning Channel, and Sympatico

Education

University of Waterloo

Waterloo, 1990–1995

Honours B.A. in English, Rhetoric and Professional Writing/Applied Studies Co-op

Independent Studies

Toronto, 1995–2000

Various writing, usability, design, and photography courses at Ontario College of Art and Design, Centennial College, Ryerson, and University of Toronto

Awards

- Outstanding WebAward for Boom Blox Bash Party site
- Blast Radius Quarterly Awards for chargeability and business development
- Blast Radius ACE Award, nominated by peers for outstanding contribution
- Blast Radius Team Spirit Award
- One Show Interactive Award for BMW work
- One Show Interactive Award for Nike Philips work
- International Web Page Creative Excellence Award for Bayer's diabetes site
- ExtendMedia Spot Award for Bell project consultation
- University of Waterloo Admission Scholarship