

# Wendy Schaffer

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## Experience

### Creative Director, Digital UX Writer & Content Strategist, Freelance

Toronto, 2011–present

Clients: Feast, FlipGive, Huge, Indigo, Jam3, KBS+, McCann, Nature Conservancy of Canada, TELUS, Tribal Worldwide, 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