

# Sheila Koenig

2 - 603 Indian Road ● Toronto, Ontario M6P2C4  
stark@koenig-schwartz.com ● 416-964-3258

## Highlights of Qualifications

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- Excellent written and verbal communication skills
- Exceptional organizational skills and attention to detail
- Strong interpersonal skills and ability to meet tight deadlines
- Voice-over and on-air experience
- Extensive research, editing, fact-checking and proofreading skills
- Familiarity with various social media platforms
- Knowledge of CBSI and Wide Orbit Traffic systems

## Awards and Accolades

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### **2011 Crystal Award – 103.9 PROUD FM**

Station Promotion Campaign, "International Coming Out Day: Ellen Promo, David's Story, Samantha's Story, John's Story, Sheila's Story"

### **2011 Canadian Music and Broadcast Industry Award – 103.9 PROUD FM**

Promotion of the Year: "Glee FM"

## Work Experience

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### **Evanov Communications Inc., August 2009 – Present**

*Creative Director – PROUD FM*

*Creative/Lifestyle Writer – Z103.5 FM, 88.5 FM The Jewel, and CIAO AM 530*

- Write commercials and station promotions for 103.9 PROUD FM, Z103.5 FM, 88.5 FM The Jewel, and CIAO AM 530
- Schedule creative traffic using Wide Orbit Traffic and CBSI
- Work with Sales Team, Producer, and Program Director to plan and implement campaigns
- Write media releases for company-related news
- Produce website updates, sales report summaries, and company newsletters
- Voice commercials and daily events listings for air
- Join Morning Show for live bi-weekly segment on weekend events around town
- Write lifestyle segments for 88.5 The Jewel FM

### **TripAdvisor, LLC, October 2005 – September 2009**

*Web Editor/Copywriter/Classifier*

- Wrote web copy for TripAdvisor.com
- Edited, compiled and wrote TripAdvisor Travel Guides
- Researched, fact checked, edited, and compiled site content for use in TripAdvisor publications

### **Ryerson University, September 2002 – December 2003**

*Teaching Assistant, various departments*

- Researched and planned tutorials, led discussions, and marked papers

## **Education**

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### **Ryerson and York Universities, June 2005**

- Master of Communication and Culture
- Social Sciences and Humanities Research Council of Canada (SSHRC), Canada Graduate Scholarship (CGS), \$17,500, 2003
- Ryerson Program Scholarship, \$4500, 2003
- Ryerson Program Scholarship, \$6000, 2002

### **University of Alberta, June 2000**

- Bachelor of Arts (Women's Studies)
- Alexander Rutherford Scholarship, \$1,500, 1995

## **Videos Produced**

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- “*Antifamily*” (2004) 6 min. DV. Screened at 2004 Eco Art and Media Festival.
- “*Veils in Motion*” (2003) co-produced and directed with Joana Londoño, 6 min. DV. Screened at AluCiné Latin American Film Festival 2003.
- “*Stepford Technologies*” (2003) co-produced and directed with Joana Londoño and Evren Ozelsucuk, 3min. DV. Screened at 2003 Eco Art and Media Festival, also at 2003 Toronto Social Forum.

## **Volunteer Experience**

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### **Shameless Magazine**

*Volunteer Blogger*, October 2008 – September 2009

- Wrote concise and entertaining posts aimed at informing and engaging young women interested in current events and critical thinking.

### **Community Matters Toronto**

*Volunteer Teacher/Facilitator*, August 2005 - August 2008

- Taught beginner class English as a Second Language
- Designed and implemented lesson plans for course
- Led groups of six to twelve Canadian newcomers learning English

### **4 Corners Society**

*Co-founder and Executive Director*, Edmonton, AB, January 1997 - January 2000

- Conceived of, planned, created and edited *4 Corners: A Feminist Review*, both 1998 and 1999 editions
- Gathered, edited and proofread submissions for entry into the journals
- Publicized journal launches as well as related events
- Organized media conferences and public discussion forums
- Arranged and facilitated book launches
- Contacted bookstores and arranged consignment placement of the Review

## **Related Interests**

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I enjoy creative writing and copyediting and look for employment that will help me to enrich my skills in communication and project management. I also enjoy cooking, experimenting with food, and feeding my friends with whatever creations I have invented—sometimes to mixed reviews.

*References available upon request.*