

Steven Moore



www.moorepartners.ca

Writer, Editor, Website Designer
Moore Partners

British Council
Powerhouse Communications
Ontario Hydro
Toronto Dominion Bank
Scotiabank
Henry's Electronics
Lansing Buildall
Loyalist College
Canadian Diabetes Association

Toronto Region Conservation
Biddle McGillvray Advertising
CIBC Finance, Inc.
Loyalty Management Air Miles®
Canadian Medical Association
RBC Investments
Addiction Research Foundation
Canadian Cancer Society
Queen's University

United Way of Canada
Perfection Communications
CI Investments
CBC
Laidlaw
WasteCo
Cashway Lumber
Empire Life
Loyalist College



**Faculty Member (Business Communications)
and Writing Coach**
Queen's School of Business, Queen's University



Instructor (Business English)
Queen's School of English, Queen's University



Instructor (Business Communications)
Loyalist Training and Development Centre



Contributing Editor
Kingston Life Magazine

Experience



Consulting Manager, Marketing and Communications

Strategic marketing, sales, public relations, corporate communications, event planning, fundraising

- **Pathways To Independence** owns and operates several apartment buildings, a bakery, a car wash, a woodworking shop, a document retention service, and a sewing business.
- **Pathways Foundation** funds individuals and non-profit agencies in the community.
- **Pathways Institute** provides multi-level training and education.



Marketing Writer

Planned and executed messages and marketing campaigns on investing, mutual funds, and RBC Investments including:

Annual reports
 Corporate profiles
 Marketing brochures
 Fund commentaries

Marketing presentations
 Fund manager interviews
 Print advertising
 Website content

Trade show material
 Branding
 Selection of media
 Adviser assistance



Marketing Writer

Management Asset Increase from \$4.4 billion to \$39 billion

Marketing brochures
 Trade show material
 Fund manager interviews
 Collateral preparation

Corporate profiles
 Presentations
 Print advertising
 Adviser assistance

Fund commentaries
 Website content
 Annual reports
 Interviews

Ensured consistent branding, design, and style; advised on marketing plans, messages, and selection of appropriate media. Print, radio, electronic media

Writing

Mass-Market Magazine Articles, Books - Over 100 publication credits

Reader's Digest
Canadian Living
Health Naturally
Montreal Business Magazine
Earthkeeper Magazine

Homes and Cottages
Private Power Magazine
Chicken Soup for the Baseball Fan's Soul
Your Convenience Manager Magazine
 Canadian Museum Association *MUSE*

Photography

Moore Photography: Commercial and Advertising

Sklar-Pepllar
 Langdon Inc.
 Procter & Gamble
 Bristol Place Hotel
 Toronto Transit Commission

Toronto Humane Society
 Budweiser
 Elmer's Glue
 Sheraton Centre Hotel

CCL Industries
 Armor-All
 Nivea
 Firestone

Presentations

Writer & Presenter: Speaker's Bureau International

Bell Canada
 Addiction Research Foundation
 Centennial College
 Municipal Treasurers of Ontario

Eagle's Flight Creative Training
 Region of Peel
 Ellis-Don Construction, Ltd.

EAP Canada
 Domtar
 Immigration Canada

Post-Secondary Teaching:



Adjunct Professor, Business Communications
 Queen's School of Business, Commerce Department



Curriculum Development & Instruction
 Business Communications



Instructor, Business Communications
 Loyalist College, Training and Development Division



Instructor, Faculty of Education,
 University of Toronto, Specialist Certificate, Guidance Program
 BA Education Undergraduate Programme

Awards & Memberships:



Your Convenience Manager Magazine
Nominated, "Best Column"
Canadian Trade Magazine Kenneth R. Wilson Awards



Voting Member:
Editor's Association of Canada
(Requires 500 Editing hours in the past 12 months)



Member: Canadian Association of Gift Planners



Member: Leave a Legacy Ontario



Member: Imagine Canada

Education:

Masters Degree: York University
Communications & Psychology

Bachelor's of Science Degree (Honors): Michigan State University
Psychology

Contact:

Steven Moore,
P.O. Box 106,
Tamworth ON K0K 3G0

613-484-7347
steven@moorepartners.ca

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portfolio samples**

www.moorepartners.ca