



# ROBIN LEBLANC

WRITER & CONTENT  
CREATOR  
WWW.ROBINLEBLANC.COM

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## PERSONAL PROFILE

I am an award-winning professional writer, columnist, and author specializing in copy and content with more than a decade of experience in telling stories and raising engagement.

## SKILLS & ABILITIES

- Motivated, well-disciplined, and good-humoured individual who learns fast
- Delights in telling people's stories
- Can adapt tone/flow of copy to match the needs of the client
- Passionate about LGBTQIA+ rights, racial equity, and workers' rights
- Familiar with multiple social media platforms including Facebook, Twitter, Instagram, Twitch, and TikTok
- Familiar with Microsoft Office, LibreOffice, Google Drive, Microsoft Teams, Asana, Canva, and Zoom

## INTERESTS & HOBBIES

I enjoy writing fiction, retro gaming, and discovering new music.

## CONTACT INFORMATION

Cell: (416) 930-1896  
therobinleblanc@gmail.com

## EMPLOYMENT HISTORY

### Copywriter (Full-time)

Group SJR (Aug 2022 - Dec 2023)

SJR is an award-winning content consultancy that combines journalistic rigor and creative intelligence to sharpen the conversation, decode complexity, and build trust.

#### Duties include:

- Conceptualizing, planning, and executing integrated campaigns with compelling content for various touchpoints.
- Writing for different mediums across a wide range of industries for award-winning high-level global clients.
- Supporting the Client Services team with client-expansion opportunities.

### Freelance Content Creator

The Social Smiths (2019 - 2022)

The Social Smiths is a progressive and diverse digital agency that works with artists, small businesses, BIAs, and non-profit organizations to create a fun and informative social media experience for their followers.

#### Duties include:

- Drafting original social media posts daily
- Drafting regular blog posts
- Working with the client to create a consistent tone throughout various social media platforms
- Compiling press mentions and news articles for social posts
- Editing raw video files for TikTok posts

### Freelance Copywriter

Anya Wilson Promotions (2008 - Present)

Anya Wilson Promotions is an award-winning publicity firm with some of North America's most renowned chart-topping country music artists among their clients.

#### Duties include:

- Drafting biographies for websites and concert programs
- Drafting press releases for local, national, and international publications, television news, and radio stations
- Drafting summaries of songs and albums for distribution to the press
- Compiling press mentions and news articles for client reports
- Arranging interviews with the press while the artist is on tour

### Freelance Copywriter

Self-Employed (2006 - Present)

Working with artists, influencers, and small businesses to draft and tailor copy to their needs.

#### Duties include:

- Drafting biographies for websites, concert programs, and grant proposals
- Drafting clear and concise copy for web site development
- Drafting press releases for local, national, and international press
- Working with some of the nation's top digital agencies to create a cohesive tone with both words and images

## EMPLOYMENT HISTORY

### Freelance Culture Writer & Personality

#### Self-Employed (2011 - Present)

Drafting contributions of various lengths that primarily cover the drinks business. Subjects range from drink suggestions, pairings, and the social and industrial growth of the sector to more socially-focused topics like public representation of marginalized communities and issues faced by BIPOC, women, and LGBTQIA+ people within the industry.

Additional awareness is spread through social media platforms along with appearances on television, radio, podcasts, live events, and print as a global expert and co-author of two editions of **The Ontario Craft Beer Guide**.

#### Publications Contributed To Include:

Quench Magazine, The Growler, October, Canadian Business Magazine, NOW Magazine, Torontoist (bi-weekly column, 2014-2017), Metroland Media (syndicated monthly column, 2015-present), and my personal award-winning blog The Thirsty Wench.

## ACCOLADES

### Webby Awards (Group SJR, Spotify Team)

Best Branded Editorial Experience - Advertising, Media & PR, 2023 (Judged & People's Voice)

### Saveur Magazine Best Food Blog Awards

Beer & Wine Category, 2014

## EDUCATIONAL HISTORY

### Humber College

Film & Television Program, 2006

**References available upon request**