

# John Dowling

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## SUMMARY

- Excellent writing and communication skills
- Successfully produced many internet, publishing and construction projects
- Developed information architecture for numerous websites
- Created profitable new businesses through careful attention to customers needs
- Bilingual: English, French

## WORK EXPERIENCE

### **Manager** - Stableright Horse Farm Services

Dalkeith, Ontario, 2004 - present

Launched this company that provides planning and construction services for horse farm owners. Projects included horse barns, paddocks, arena footing and other facilities as well as equipment sales.

- Grew repeat sales by developing excellent rapport with clients and producing top-notch work.
- Managed projects, equipment and materials.
- Lead crews on construction projects.

### **Marketing Communications Producer** - Griffintown Media

Montreal, Quebec, 1997 - 2003

Co-founded this marketing communications agency in 1997. Built a long list of satisfied clients that included Canada Steamship Lines, Draxis Pharmaceutical, Fednav Shipping and Hagen Pet Products.

- Developed new business and increased sales to over \$500,000 per year by 2003
- Managed team of designers and programmers to produce content including newsletters, magazines, web sites, computer-based training and corporate videos.
- Wrote powerful copy for web sites, press releases, newsletters and marketing collateral.
- Sample project: Draxis Pharma. Reorganized website to serve the needs of the three main users: medical professionals, shareholders and the general public. Highlighted nuclear medicine (diagnostics and brachytherapy), lyophilization and sterile manufacturing. Produced 10 minute corporate video for annual general meeting. Planned each phase with Draxis senior management, researched and wrote copy, took photographs of facilities, supervised all production.

**Writer/Editor** - St. Remy Press

Montreal, Quebec, 1994 - 1997

Wrote 12 volumes of the top-selling series *Time-Life Books: The Art of Woodworking* and *Time-Life Books: Home Repair and Improvement*.

- Worked with the technical experts during each book's design and production to ensure the content would be accurate, interesting and appropriate to our reader's needs.
- Researched subject areas, planned book content, assisted during photo shoots, wrote text and followed through to final production.

## EDUCATION

**Journalism** - Graduate Diploma, Concordia University

**Marketing** - Bachelor of Commerce (Concentration in Entrepreneurship), McGill University

**Commerce** - Diplome d'Etudes Collegiale, John Abbot College

## OTHER QUALIFICATIONS

Enhanced Security Clearance