

## Profile

Seana van der Valk is an established writer and editor since 1997, and a founding member of EdgeFlow Media. Seana is experienced in creative writing, technical writing, editing, and design. Mrs. van der Valk works alongside graphic designers to coordinate the design and content aspects of every project. She has written content for the web, newsletters, brochures, and business profiles. She also offers proofing and services. In her spare time she enjoys reading, creative writing, and photography. With exceptional organizational and time-management skills, Seana welcomes new challenges and responsibilities.

## Specialties

- Creative Writing
- Editing
- Adobe Photoshop and Illustrator
- Quark Express
- Bookkeeping
- Technical Writing
- Administration
- Photography
- MS Word, Excel, PowerPoint, Access, Publisher
- Public Relations

## Experience and Accomplishments

**Published Writer:** Seana is a freelance writer and regularly contributes to Senior Living magazine. Further, the Northern Ontario Council of Teachers of English has recognized Seana's aptitude for writing poetry. She was presented with the Sonya Dunn Memorial Shield for her poem "Papa", a tribute to her deceased grandfather. The award-winning poem was published in the 1997 annual anthology distributed by the Council.

**PR/Marketing Specialist:** As a marketing and communications consultant Seana has helped various companies develop their marketing material and communications plans. She has worked extensively with Vigil Health Solutions, creator of technology for long-term care. As a result of this experience, coupled with her writing for Senior Living, she has developed a unique understanding of meeting the needs of the seniors demographic. She also currently works with Carmanah Technologies.

**Administrative Officer:** Mrs. van der Valk has been involved in Administration since 2001. She is extremely organized and goal oriented. She has bookkeeping experience and currently manages the finances for EdgeFlow Media. Her creativity, interpersonal skills, and professionalism are an asset to every project she accepts.

**Management:** Mrs. van der Valk has developed skills in team management, customer service, and professionalism. Seana utilizes this experience with clients and potential clients. As a result, clients are satisfied with both the written aspect of their project, and the experience of conducting business with Mrs. van der Valk

**Skilled Photographer:** In addition to Mrs. van der Valk's journalism skills, she has a natural talent for photography. This is a unique asset in media communications, as it demonstrates Seana's understanding and application of the basic principles of marketing and design.

**Awards:** Mrs. van der Valk received the History Award for her exceptional research skills and acceleration in the subject of history. She also received the Elaine Murphy Congeniality Award presented to the student who exhibited a positive attitude and demonstrated leadership of school activities.

## Educational History

Mrs. van der Valk graduated from McMaster University in 2001 with an Honours Bachelor of Arts degree in English with a Minor in Religious Studies. She is currently working towards a postgraduate certificate in Public Relations through the University of Victoria.