

# **Dennis Furlan — Freelance Writing, Communications, Creative Solutions**

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- Talented, experienced and versatile editorial and creative professional.
- Portfolio of completed assignments and projects includes journalistic feature articles, copywriting, content/website writing, content marketing, all aspects of book writing and publishing, press releases, instructional design/educational writing, ghostwriting, webinar production and hosting, and more.
- Additional skills include cultivating and interviewing sources, project management, design, statistics, print and book production/formatting, tech, photography and anything that will get the job done.
- Can take on just about any topic or subject matter to complete assignments and projects professionally, efficiently and within specified targets and objectives.

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**The following is a summary of a freelance writing career that started in 2001. Since much of this experience involves working with countless freelance clients over the years, this summary is a partial one. A more comprehensive detailing can be provided upon request. Thank you.**

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## **July, 2020 – Present: Contributing Writer, *The Ontario Technologist* magazine**

- Writing ongoing cover features, profiles and columns that have received very positive reviews in the field of engineering technology, a previously unfamiliar market.
- Completing ongoing assignments on deadline by interviewing subject matter experts and industry personnel in a way that brings subjects and people to life.

## **October, 2023 – Present: Copywriter, Argos Multilingual**

- Providing services for a multinational company whose clients need copywriting for new markets.
- Requires adhering to briefs, managing tight deadlines, and maintaining the highest quality of work.

## **November, 2023 – Present: AI/SEO Copywriter, Indeed**

- Editing and verifying AI generated content for an international job-search site so that the material reads naturally, accurately and adheres to strict company requirements and guidelines.
- Using Clearscope SEO platform to judiciously insert lists of keywords into articles and edit/rewrite so that they read naturally, engage the target audience, and achieve increases in web page ranks.

## **October, 2014 – June, 2023: Creative Content Manager, ASCEND ([ascendgrp.com](http://ascendgrp.com), [ascendmic.com](http://ascendmic.com))**

- Managing the company's editorial and creative content in the fields of investing, mortgages, real-estate law and more, which included website writing, management and image sourcing, blogs, and electronic/print promotional materials, compliance documents, etc.,
- Adapting skills to take on additional projects, including design of high-end printable and fillable forms, creating online forms and calculators, creating brochures, business plans, etc.

## **April 2022 – November 2022: Content Writer, Hypertec Group**

- Wrote articles/blogs in the technical field of immersion cooling that engaged an expert audience.

## **September, 2021: Journalist, *The Registrar* magazine**

- During my interview, I was asked how I would write an article on a leading professional in the field of regulations. I said I'd call her up, talk to her, then write the article. The result was an extremely engaging profile. Was then given a bonus assignment to approach a leading association and write another article.

## **July, 2015 – February, 2020: Book Project Manager, OMI Medical and OMI Artistic**

- Managing all aspects of two book publications related to the personal care and entertainment sectors.
- Duties include: working closely with the clients to produce two high quality publication packages, writing high-end content, book formatting/layout involving graphics and images, meeting printer's press and publication specifications, managing production timelines, sourcing of images, indexing, proofreading, etc.

- Used InDesign software for the first time and, from scratch, designed a layout, formatted an entire book, including images and graphics, and created high-resolution PDFs that met publication specifications.

August, 2016: **Feature Article Writer/Photographer Better Pork Magazine**

- Was assigned a cover feature for a major Ontario agricultural publication, including photography.
- Also served as the photographer for the assignment.

April – June, 2016: **Content Writer/Content Marketing, FreshBooks**

- Wrote a series of online content marketing articles for an international accounting software company that involved producing engaging SEO content targeting professionals in diverse fields.

October – November, 2015: **Press-Release Writing and Distribution, Prime Estimating Software**

- Worked with the client to produce an engaging press release that highlighted the company's unique offerings in North America's industrial woodworking sector.
- Press-release contents were published in major industry publications after utilizing insider knowledge and extensive research to target outlets and perform follow-up.

September, 2014: **Technical-Writing Editor, Real Time Data Solutions (RTDS)**

- Edited technical documentation in the field of data mining with a tight deadline and no prior experience in the field, exceeding the expectations of the client.

2011 – 2014: **Full-time Associate Editor, W.I. Media (Wood Industry and Coverings Magazines)**

- Wrote and edited almost every major section of two national trade magazines.
- Skills utilized included feature- and profile-article writing, extensive interviewing and research, contact outreach, photography, statistics, proofing, magazine production, website and blog upkeep, social-media outreach, tradeshow coverage, travel duty, etc.

2009 - 2010: **Instructional Designer, Editor, Writer, Creative Content Producer, AME Learning**

- Edited, wrote and designed content for, and created and sourced images for an innovative textbook on the topic of accounting for non-accounting professionals, and designed the corresponding online course.

**Technical and Other Skills:** Microsoft Word, Excel, including graphs and formulas; InDesign, including template and book design, formatting and layout, as well as producing publish-ready high-resolution PDFs, PowerPoint, including animation and narration scriptwriting; Adobe suite, including Acrobat, Dreamweaver, etc.; FormSite online platform; Canadian Press Stylebook and other guidelines; WordPress and other website and blog tools; social networking on Facebook, LinkedIn, Twitter, etc.; Statistics Canada database management; ftp file management; basic html and CSS and style-sheet editing.

**Topics Covered:** Accounting, agriculture, architecture, aesthetics, business management/consulting, careers, construction/housing, economics/trade, customer service, data centres, data mining, discount brokerages, electronics, emergency planning, entertainment, estimating, farming, floor covering, financial services, human interest, human resources, immersion cooling, import/export, IT/information technology, interior design/decorating, global trade, investing, job search, law, mining, marketing, mortgages, news, online trading, real estate, regulations, SEO (search-engine optimization), social media, software, solar energy, statistics, technical writing, technology, training, web development, web traffic, woodworking, and more.

**Education:**

- 1995: **McMaster University, Hamilton, Ontario:** Four-year Hon. BA, Philosophy, graduated with distinction, summa cum laude
- 1996: **Mohawk College, Hamilton, Ontario:** Two-year Diploma, Advanced Business  
(\* Above two programs were completed simultaneously, cutting time of study by almost half.)
- 1992: **University of Western Ontario, London, Ontario:** BA, Psychology