



# Mariellen Ward

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## CAREER OBJECTIVE

Tell stories that matter. Facilitate transformation. Inspire change. Engage hearts and minds. Especially hearts. That could mean a role in digital marketing, content development, social media strategy. Preferably in travel, technology, education, health, international development or an NGO doing worthwhile work in India.



## ONLINE STORYTELLING EXPERTISE

For more than 15 years, I have been telling stories online and effectively inspiring and engaging readers. With a BA in Journalism, and a background in public relations and marketing, I understand how to create digital stories that are on-message and compelling. My online work has amassed a large following and many awards.



## CAREER HIGHLIGHTS

≈ **DIGITAL STORYTELLER / BLOGGER.** In 2009, I had an epiphany. I realized that writers were being reduced to mere content suppliers and that to achieve my dream of being a successful travel writer, I would have to establish a name for myself online. On August 23, 2009 I launched a travel blog called **Breathedreamgo.com**.

Breathedreamgo has grown to become one of the leading independent travel blogs on the Internet (#59 on the list of the top 100), and the top-ranked travel blog about India. The site has won many awards, has gained a large and loyal following, and recently hit 2 million page views. Breathedreamgo includes an extensive social media network with a combined total of about 50,000 followers.

As a digital storyteller and blogger, I have worked on marketing campaigns for clients such as Destination Canada, Corning Gorilla Glass, American Express, Costa Rica Tourism, Goa Tourism, Ireland Tourism, and many more

There is nothing like building and managing your own brand to teach you how to utilize social media to tell stories, extend brand awareness and build community and relationships. And I can do the same for you.

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BLOG <http://breathedreamgo.com>

LINKEDIN <http://www.linkedin.com/in/mariellenward>



≈ **WEB PRODUCER.** As public relations manager, I helped orchestrate the launch of Sympatico in 1997. Sympatico went on to become the most successful ISP in Canada. Then, I began producing content for the Sympatico portal in 1998. That was it. I embraced the "information highway" and have not looked back.

≈ **MANAGING EDITOR.** As managing editor for Ariad Custom Communications, Canada's leading financial marketing communications firm, I won an award for the innovative style and design of the Bank of Montreal customer newsletter. It's not easy to win an innovation award for a financial newsletter. I learned to work at Ariad, a company with very rigorous and exacting standards and processes. After leaving full time employment in 2001, I continued to work on contract for Ariad for more than five years.

≈ **WRITER.** Creativity, resourcefulness and communications skills are my strengths, and writing above all. I've known I wanted to be a writer since childhood, when I kept a pink journal with a tiny gold padlock. In more recent years, my writing has propelled my travel blog to one of the top 100 on the Internet. My stories have been appeared in leading publications such as BBC Travel, Conde Nast Traveller (India), Vogue (India), the Toronto Star and many more. In 2015 I won an award for writing about Niagara Falls. Truly. Over the course of my career I've written everything from bank websites to book launch press releases. You name it.

≈ **EDITOR.** I graduated with a BA in Journalism from Ryerson University and my first job was as a junior editorial assistant at Flare, Canada's leading fashion magazine. My duties including finding photos of Princess Diana and picking up the editor's dry cleaning. Since then, I have held several editorial roles, including as blog editor for Aviva Insurance. In 2012, I was editor of the Travel+Escape digital site. I commissioned travel stories, sourced photos, wrote headlines and helped make the site one of Canada's leading travel sites. Best headline? "Surf's up down under."



## EDUCATION

- ≈ B.A., Magazine Journalism, Ryerson University, Toronto
- ≈ Certificate, Leadership and Therapy, Gestalt Institute of Toronto
- ≈ Certificate, Yoga Teacher, Yoga Space, Toronto



## AWARDS

- ≈ Ontario Tourism Award of Excellence for Best Travel Story 2015
- ≈ Made in Blog Award for Best Travel Blog 2013
- ≈ Canadian Weblog Award for Best Travel Blog 2011, 2013
- ≈ Top 50 Indian Blogs 2012, 2015

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