

# Trasie Sands

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## Profile

Writer, editor, publisher, and bookseller with extensive experience in social media marketing, digital outreach, and community engagement. Skilled in creating and managing social media campaigns, building partnerships, and amplifying diverse artistic voices. Passionate about supporting the arts community of Nova Scotia through connection, advocacy, and creative storytelling.

## Skills & Expertise

- Social Media Strategy & Marketing
- Community Outreach & Engagement
- Writing, Editing & Publishing
- Branding & Publicity
- Event Planning & Promotion
- Web Content & Design

## Experience

### Owner / Bookseller – Shorebound Books

2022 – Present | Shelburne, NS

- Operate and manage independent bookstore (new & used).
- Organize community events and literary gatherings.
- Engage customers through social media campaigns and local outreach.

### Editor & Publisher – The South Shore Review

2018 – Present | Nova Scotia (remote)

- Edit and publish an online literary journal amplifying diverse voices.
- Manage editorial team, submissions, and publishing schedule.
- Create and implement social media and outreach strategies to grow readership.

### Web & Social Media – Esri Canada

2010 – 2020 | Remote / National

- Provided web design services and managed digital outreach initiatives.
- Developed and executed social media strategies for a national audience.
- Designed marketing campaigns to increase visibility and engagement.

## **Freelance Writer & Editor**

2009 – Present | Remote

- Provide beta-reading, editing, and branding services for clients.
- Assist with online branding, publicity campaigns, and publishing strategies.

## **Education**

BA, Drama & English Creative Writing – University of Windsor, 1990 – 1994

Certificate, Social Media Marketing – George Brown College, 2013 – 2014

Certificate, Social Media for Public Relations – Humber College, 2012