Trasie Sands

Address: 203-20 Daniel Drive, Charlottetown, PE C1E 3P2 | Phone: 902-512-1969
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Summary

Enthusiastic and collaborative book lover with almost 20 years' experience in writing, editing, publishing, and bookselling seeking to explore the position of Editorial Coordinator and acquire further experience in sales in a traditional publishing environment in order to grow my career in publishing. Proven ability to manage projects, coordinate production schedules, and provide comprehensive guidance to authors, leveraging strong communication and organizational skills. Skilled in social media marketing, digital outreach, and community engagement, with a passion for amplifying diverse artistic voices and supporting the arts community through creative storytelling and adherence to industry standards.

Skills & Expertise

- Social Media Strategy & Marketing (15 years)
- Community Outreach & Engagement (15 years)
- Writing, Editing & Publishing (20 years)
- Branding & Publicity (11 years)
- Event Planning & Promotion (4 years)
- Project Management (10 years)
- Web Content & Design (Drupal, Wordpress, HTML, CSS) (17 years)
- Technical and Instructional Writing (10 years)
- Verbal and Written Communication Skills (20+ years)
- Author Liaise (8 years)
- Adobe Creative Suite (20+ years)
- Microsoft Office (MS Word, Excel, etc.) (20+ Years)
- Google Suite (Drive, Docs, Sheets, etc.) (10+ years)

Select Experience

Freelance Writer & Editor, Remote (*Portfolio Site*)
December 2009 - Present

- Provide beta-reading, editing, and branding services for clients, assisting with online branding, publicity campaigns, and publishing strategies. E.g., "The Cat's Maw" by Brooke Burgess.
- Edit and proofread manuscripts, ensuring clarity, consistency, and adherence to style guides, utilizing MS Word and Google Docs.
- Assist in preparing and formatting content for various publishing stages, ensuring readiness for editors and designers.

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Editor & Publisher, The South Shore Review (formerly The Blake-Jones Review), NS
August 2018 - Present

- Edit and publish an online literary journal amplifying diverse voices, managing editorial team, submissions, and publishing schedule to ensure timely completion and high quality utilizing tools such as MS Word and Dropbox for content management. More than 280 pieces have been published to date.
- Create and implement social media and outreach strategies for current platforms to grow readership. Provide comprehensive guidance to authors throughout the production process, informed by in-house guidelines and current market trends.

Barista, Swell Coffee Truck, Shelburne, NS
September 2025 - 2026

- Seasonal barista. I serve coffee creations, drink wizardry, great snacks, and excellent customer care.

Owner / Bookseller, Shorebound Books, Shelburne, NS
July 2022 – April 2026

- Operate and manage an independent bookstore (new & used), ensuring adherence to industry standards for inventory, customer service, and sales.
- Organize community events and literary gatherings, coordinating logistics and promotion.
- Engage customers through social media campaigns and local outreach, utilizing platforms like Google Suite for communication and planning, growing the following at a steady pace: currently 1.2K followers on Facebook and more than 500 on Instagram, with Facebook being the main focus.

Web & Social Media Specialist, Esri Canada, Toronto, ON
August 2010 - January 2020

- Provided web design services and managed digital outreach initiatives, developing and executing social media strategies for a national audience. Steered the company through three full site redesigns.
- Designed marketing campaigns to increase visibility and engagement, utilizing MS Word and Excel for project management and reporting.
- Collaborated with cross-functional teams from technical marketing to a team of 30+ bloggers to ensure cohesive brand messaging and effective communication.

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Education

2013 - 2014 – Certificate, Social Media Marketing
George Brown College, Toronto, ON

2012 – Certificate, “Social Media for Public Relations”
Humber College, Toronto, ON

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