

Peter J. Atwood



WRITER and EDITOR

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Talented Communications Project Leader

Fifteen years' experience delivering Web content, communications products, and publications for government, NGO, and corporate clients worldwide. Noted for redefining quality standards of print and online products.

Focused project leader with a talent for identifying and tracking every project detail. Able to talk through projects with content experts to quickly determine core messages and understand audience contexts. Well versed in issues of copyright and online media. Lived in Asia and Middle East, overcame challenges of foreign-language and foreign-culture work environments.

Professional Strengths

- Creation of marketing materials, promotional copy
- Event and product promotion
- Project management
- Thorough, detailed, entrepreneurial
- Perceptive, tactful
- Business management (accounting, financing, licensing, product distribution)
- Working knowledge of HTML/CSS
- Trained in CMS software
- Member of Editors' Association of Canada

Career Development

Intranet Project Lead for HR Branch, Foreign Affairs and International Trade • 2008

Developed a client-focused information architecture for the HR portal, provided guidance to senior management on Intranet content, promoted a coordinated approach to site maintenance within HR branch, updated stale content and coordinated all material for the portal.

- Provided regular feedback to content owners on site updates to manage timelines and expectations.
- Implemented a consistent content template to improve user confidence and site usability.
- Worked directly with Web Publishing Services to accelerate site updates.

General Manager, Content Team, Little Fox Co., Ltd. • 2005–2006, 2007

Developed, assigned, and edited new content for a highly successful online EFL publisher; advised CEO and Director on business plans, copyright, and contracts.

- Raised quality across all online and print content by recruiting international network of freelance writers, copyeditors, and proofreaders and implementing professional editing/publishing systems.
- Increased subscriber base by developing the company's most popular animated series for children, which ran weekly for two years.
- Researched North American business opportunities, providing CEO and Director options for licensing, direct sales, and online business. Recommendations were implemented in 2007 with the establishment of Little Fox Inc. in Princeton, NJ.

Writer–Editor, Freelance • 2000–current

Project managed and edited online and print products for NGO and corporate clients in Korea, Finland, Canada, U.S., and Central Asia. Extensive tele-work and online project management. Repeat business from every client.

- Led the creation of International Vaccine Institute's first formal annual report, coordinating reports from researchers in 7 countries, liaising between Assoc. Director and Director of Development to provide design satisfying both outreach goals and reporting obligations.
- Recommended detailed usability and content improvements to text and navitorials of the Centre for Addiction and Mental Health's national gambling addiction education portal, vastly exceeding client expectations.



- Selected clients: Copyright Branch at Heritage Canada, International Confederation of Societies of Authors and Composers (www.cisac.org), Centre for Addiction and Mental Health (www.camh.net), International Vaccine Institute (www.ivi.net), Harper Collins, Macmillan Publishers, and others.

North American Web Editor, Posnayko.com • 2002

Edited and developed content for start-up children's activity portal; enforced consistent usability standards for interface design.

- Increased branding opportunities by developing style and design guides for artists and programmers (the show "Bible").
- Researched early childhood curriculum and educational goals to guide product development.

Trade Books Editor, Key Porter Books • 2002

Project managed three diverse lines of non-fiction books (Key Porter, Lester & Orpen Dennys, and Sarasota Press); oversaw copyeditors, proofreaders, indexers, designers, schedules, and budgets.

- Maintained production levels during period of 30% editorial staff cutbacks, delivering demanding load of books on impossibly tight deadlines.
- Wrote promotional copy and developed talking points to guide sales team.
- Praised by authors for sensitive and creative guidance, ensuring author loyalty.

President & Managing Editor, Blizzard Publishing • 1987–2001

Co-founded Blizzard Publishing and grew it into an award-winning literary press that changed the business of drama publishing in Canada.

- Successfully and aggressively published new plays that premiered in all major Canadian cities, not just Toronto theatres, requiring competing drama publishers to change their lists and greatly expanding the range of new Canadian plays in print.
- Created promotional campaigns and materials that resulted in local and national media coverage.
- Acquired print-on-demand library, selling 1,000+ playscripts to customers in 15 countries.
- Launched commercial non-fiction imprint (Bain & Cox) that increased Blizzard's sales revenue 40%.
- Prepared convincing applications to provincial and federal grant programs, ensuring access to maximum government funding.
- Winner of the Governor General's Literary Award for Drama in 1990 and 2000 (nominated 5 times); Julia Childs Cookbook Award nomination (1996); Manitoba Publisher of the Year (1989); Alberta Writers Guild Drama Award (1989).

Appointments to Boards and Other Engagements

- Access Copyright, The Canadian Copyright Licensing Agency, Member of Board of Directors and Co-Chair of IT Committee (1996–2002)
- Book Promoters Association of Canada, Member of Executive Committee (2001–2002)
- Centennial College Publishing Program, Guest lecturer (2001)
- Association of Canadian Publishers, Council Member & Co-Chair Copyright Committee (1996–2000)
- Literary Press Group of Canada, Member of Executive Committee (2000)
- Canada–Japan Literary Awards, Jury member (2000)
- Banff Centre for the Arts, Advisory panel for the Playwrights Colony (1998)
- Writers Union of Canada, Panelist at National Conference (1994)
- Association of Manitoba Book Publishers, President (1990–1992)

Education and Professional Development

2007: Clarion Writers Workshop, University of California at San Diego

1998: Corporate Valuation and Acquisition for Publishers, Banff Centre

1990: Banff Publishing Workshops, Book Editing Program, Banff Centre

1989: Bachelor of Arts, Honours in English Literature, University of Winnipeg