



shari.franolla

copywriter.

graphic designer.

creative communicator.

my story

I'm a senior copywriter with a design background, which means I naturally think in terms of words and visuals. I've created B2B and DTC content for everything from omnichannel marketing campaigns to comprehensive product catalogues. I'm at my best turning details into stories, managing projects, and helping teams bring ideas to life.

skill highlights

- Brand Marketing
- Email & Newsletter Copy
- Retail & Flyer Copywriting
- Social Ads & Content
- Sales Campaigns
- Product Information
- SEO & UX Web Content
- Editing & Proofreading
- Art Direction Support
- Print Production Knowledge
- Typography & Layout
- Team Collaboration
- Project Management
- Creative Problem Solving
- Leadership & Training
- Adobe Creative Suite
- Google Workspace
- Microsoft Office
- AI Smart Tools & Slack
- Figma, Canva & Asana

references

Professional references available upon request.

career journey

FREELANCE WRITING + DESIGN PC PARTY OF CANADA | 2021–PRESENT

As an official party agent, I work with campaign teams to develop content aligned with a candidate's outreach strategy. I create digital and print pieces that help drive donations, inspire volunteers, and engage the community.

SENIOR WRITER JEWLR [SAFYRE LABS] | 2020–2025

Working across company teams, I wrote DTC and B2B copy for digital, social, and eCommerce channels designed to enhance visibility, improve UX, and support brand growth, including marketing, sales, PDPs, SEO blogs, and more.

LEAD COPYWRITER ATLANTICA CONTENT STUDIOS | 2012–2020

Led the agency editorial team to craft clear, on-brand DTC content for flyers, ads, catalogues, and more. Oversaw workflow, team training, and presented creative communication solutions to support client sales objectives.

ART DIRECTOR + DESIGNER WILLIAM ASHLEY CHINA | 2005–2012

Managed multi-channel print and digital creative campaigns, including ads, store signage, product catalogues, marketing, and more, while coordinating press approvals, photo shoots, production schedules, and vendor contacts.

GRAPHIC DESIGNER REGAL GREETINGS & GIFTS | 2001–2005

Developed bilingual marketing materials and promotional content, designed to align with brand strategy and strengthen customer engagement, from store signage and illustrations to product catalogues and multi-page order forms.

PRODUCTION ARTIST ST. THOMAS TIMES JOURNAL | 2000–2001

Worked with the creative team to design and typeset ads, create print-ready layouts, and flow content for the daily paper. Helped production maintain quality, accuracy, and timelines across both traditional and digital publishing.

official certifications

GRAPHIC DESIGN DIPLOMA FANSHAWE COLLEGE | 2000

Hands-on training in branding, typography, and production to build a strong foundation in design thinking, visual storytelling, and creative problem-solving.

HONOURS BACHELOR OF ARTS LAURENTIAN UNIVERSITY | 1996

BA in Religious Studies & Philosophy, focusing on culture, language, and analysis, providing skills that support clear communication and strategic copywriting.

let's connect

Have a question or a project in mind? I would love to hear from you.

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