



# shari.franolla

copywriter.

graphic designer.

creative project manager.

## skills + expertise

### Copywriting & Strategy

- Editorial Governance
- Omnichannel Messaging
- Brand Marketing
- Flyer & Retail Strategy
- Product Storytelling
- SEO/UX Site Content
- Sales & Social Campaigns
- Bilingual QA & Editing

### Graphic Design

- Art Direction
- Brand & Identity
- Advertising Visuals
- Web & Social Ads
- Storyboarding
- Print Production
- Typography & Layout
- Visual Storytelling

### Project Management

- Project Lifecycles
- Workflow Optimization
- Resource Allocation
- Stakeholder Collaboration
- Creative Leadership
- Strategic Planning
- Priority Management
- Quality Assurance

### Technical Tools

- Adobe Creative Suite
- Figma | Canva | Shopify
- Asana | ClickUp | Slack
- AI Tools & Prompting
- CRM & CMS Platforms
- CX & Knowledge Base
- Microsoft Office | Teams
- Google Workspace

## education

**Honours Bachelor of Arts Degree**  
Laurentian University

**Graphic Design Diploma**  
Fanshawe College

**Project Management with ClickUp**  
Coursera Certification

## my story

Senior copywriter and project manager with 15+ years of experience bridging the gap between creative vision and real-world execution. Specialist in crafting scalable, omnichannel copy for retail-driven brands in DTC and B2B environments. Expert in editorial governance, turning complex details into compelling stories and managing project lifecycles that bring big ideas to life.

## work experience

### Editorial Lead + Graphic Designer | PC Party of Canada | 5 Years

- Develop, design and adapt print and digital campaign collateral for candidate outreach and communication strategies.
- Provide editorial governance to ensure messaging is transparent and accurate while upholding AODA/accessibility standards and brand integrity.
- Manage concurrent workstreams in high-volume, deadline-driven environments to meet strict political sensitivity standards.

### Senior Content Writer + Editor | Safyre Labs | 5 Years

- Planned, wrote, and edited brand narratives and retail strategies for three global jewelry brands within a high-volume DTC/B2B space.
- Developed integrated communications across email, SMS/MMS, and performance marketing, focusing on customer lifecycle content.
- Scaled editorial governance and leveraged AI-enabled workflows and SEO strategies to enhance site visibility and improve engagement.

### Lead Agency Writer + Acting Project Coordinator | Fuel+Atlantica | 8 Years

- Transformed complex retail briefs into high-impact storytelling for national accounts across flyers, specialty books, and digital marketing.
- Acted as a strategic bridge between creative teams and stakeholders to streamline workflows for high-volume production.
- Mentored a writing team and managed French-language quality control to ensure linguistic accuracy and brand intent.

### Art Director + Production Coordinator | Various Companies | 12 Years

- Led end-to-end execution of multi-channel advertising, managing national catalogues, in-store signage, and web landing pages.
- Oversaw production work-back schedules, coordinated relationships with vendors, printers, photographers, and translation services.
- Specialized in creating scalable creative systems that maintained brand integrity across fast-paced production environments.

## let's connect

Big project or small question? I'd love to discuss how we can bring your ideas to life.



416-832-1392



mediasynastry.ca



shari@mediasynastry.ca