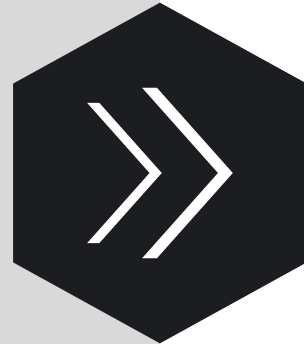




ACES 2017

GET IN FRONT OF THE LINE: EDITING FOR AGENCIES



Working as an editor in advertising and marketing can be fulfilling, professionally and financially, as opportunities and fair remuneration in traditional publishing industries become harder to come by. This session will look at particular agency models and how they operate, the work each produces (e.g., out of home) and its different purposes (e.g., B2B), the trends in the industry, and how editors fit into the equation (this is one industry where editors are indispensable). It will also provide an overview of the responsibilities of agency editors and examples of typical scenarios they encounter. Last, it will provide tips on how to find agency work.

ABOUT ME

Berna Ozunal is an editor with over 15 years of experience working in advertising, marketing, and business communications. An Editors Canada–certified structural editor, stylistic editor, and proofreader, Berna has worked on many award-winning projects for agencies with clients across North America and Europe. She currently works in-house at an integrated marketing communications agency in Toronto for a variety of blue-chip clients and freelances for a creative talent agency. She is director of publications at Editors Canada, 2016–17; vice-chair of Editors Toronto, 2015–17; and a member of the 2016 Editors Canada editorial standards task force. Berna also teaches substantive editing at George Brown College Continuing Education.

PLEASE EMAIL ME FOR A COPY OF “GET IN FRONT OF THE LINE: EDITING FOR AGENCIES.”

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