



BRIANA ARMSON

BIO

Briana is a Toronto-based creative from Halifax, NS. Alongside a successful career in journalism and copywriting, she has maintained a lifelong creative writing practice, with a focus on poetry. Her other talents include DIY event organization and DJing under the moniker Critter.

SPECIALTIES

- ★ Copywriting
- ★ Copyediting
- ★ Feature writing
- ★ Creative direction
- ★ Music curation
- ★ Event planning
- ★ Brand identity
- ★ Team leadership
- ★ Website design
- ★ Video editing
- ★ Graphic design
- ★ Magazine publishing
- ★ Social media management
- ★ Digital content creation

TECHNICAL

- ★ WordPress
- ★ Squarespace
- ★ Adobe InCopy
- ★ Adobe InDesign
- ★ Adobe Photoshop
- ★ Final Cut Pro
- ★ Logic Pro X

www.brianaarmson.com / briana.armson@gmail.com

EDUCATION

GRADUATE CERTIFICATE; 2017

PUBLISHING: BOOK, MAGAZINE, AND ELECTRONIC
Centennial College

Art Director for On the Danforth magazine.
Six-week writing internship at The Kit magazine.

HONOURS BACHELORS OF ARTS; 2016

MAJOR: BOOK AND MEDIA STUDIES

MINORS: ART HISTORY, LITERATURE & CRITICAL THEORY
University of Toronto

Four-time Dean's List recipient.
Staff writer at The Mike newspaper.

EXPERIENCE

WRITER/EDITOR; FREELANCE (COPYWRITING, EDITORIAL, CREATIVE) APRIL 2020-PRESENT

Head copywriter for jewelry brand Dean Davidson across mailers, ads, social channels, and e-commerce site. Digital contributor to FASHION Magazine and Capsule 98. Brand creation and online presence for queer party collective, PUCKER UP!

MANAGING EDITOR; S/ MAGAZINE JANUARY-APRIL 2020

Interviewed cover stars, wrote cover stories, and determined issues' direction. Managed the editorial schedule and ensured deadlines were met. Proofread, copyedited, and finalized issues.

ASSOCIATE EDITOR; S/ MAGAZINE JUNE 2018-JANUARY 2020

Wrote, commissioned, and edited all content across print and digital. Pitched/implemented beauty direction for photo shoots. Acted as magazine's ambassador at events and on press trips.

ONLINE INTERN; THE KIT MAGAZINE APRIL-MAY 2017

Wrote and contributed to 25+ published digital articles for award-winning Canadian magazine. Assisted in managing WordPress website and optimized print stories for web.

STAFF WRITER; THE MIKE MAGAZINE SEPTEMBER 2015-JUNE 2016

Contributed biweekly to the Arts and Opinions sections of the official student newspaper of St. Michael's College at the University of Toronto. Wrote and edited feature editorials.

