

# Rose Cora Perry

Hons. B.A., C.C.P.R., S.T.E.P., Liberal Arts, General Arts & Sciences

## Professional Experience

### Public Relations Specialist & Executive Assistant

Peter Perry Insurance Agency Ltd., May 2011 - Present

- Customer satisfaction and communications, appointment scheduling, database upkeep, email campaigns, website & brochure development.

### Weekly Editorial Columnist & Jr. Editor

FSU Publications, Sept 2006 - Present

- Pitching, researching and crafting original articles on a strict schedule; proofreading, fact-checking & editing others' submissions.

### Music Management, Education, Publicity & Bookings

HER Media (Self-employed), Aug 2004 - Present

- Press release and feature article writing, artist development, press kit design, tour booking, guitar instruction & union assistance.

### Office Manager, Executive Board Member & Communications Committee Chair

London Musicians Association, Apr 2010 - Sept 2011

- Community outreach, membership management, recruitment, accounts receivable & confidential legal advice.

### Graphic Designer

Forest Lawn Memorial Chapel, Aug 2009 - Apr 2010

- Custom 'In Memoriam' package (included: DVDs, remembrance & thank you cards, bookmarks and visitation books) and corporate promotional materials design.

### Music Critic

CoverZone Magazine, June 2006 - Sept 2008

- Album reviewer for female fronted rock bands.

### Producer's Assistant & On-Air Guest VJ

Rogers Television, Feb 2006 - Sept 2008

- Website design, events promotion, guest booking, marketing & proofreading.

### Freelance Writing

#### Technology & The Internet

Inspiratica, Netpros, & Keystone Technologies

#### Entertainment Reviews & Interviews

The Gazette, The Beat, Toronto Exclusive Magazine, Soul Matters Magazine, & Spill Magazine

### Column Syndication

Movementz Magazine, Indie In-Tune Magazine, CoverZone Magazine, Alternative World Fanzine, & Indie Music Project

## Key Skills

Investigative & Academic Research, Written & Verbal Communications, Critical Thinking, Public Speaking, Creative Writing, Reputation Management, Organization, Leadership, Event Coordination, & Sociological Analysis.

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## Academia

Univ. of Western Ontario, 2010

- Hons. Bachelor of Arts (Sociology, Psychology & Humanities)
- Student Transitional Executive Program Graduate

Fanshawe College, 2007

- Hons. Corporate Communications & Public Relations Post-Graduate Degree
- Liberal Arts Diploma
- General Arts & Sciences Certificate

## Technical Proficiencies



## Guest Speaking Engagements

Fanshawe College, Mar 2011

- The 53rd Grammy Awards

Rock Camp for Girls, Dec 2010

- Overcoming Stage Fright

Metalworks, Apr 2010

- Careers in the Music Industry

Fanshawe College, May 2010

- Freelance Journalism

MindYourMind.ca, Sept 2008

- Entering Highschool & Teenage Mental Health

JRMAs, Apr 2007-2010

- Publicity, Music Management & Obtaining Sponsorships; Honourary Voting Committee Member