

Menaka Skrypnyk

Ajax, ON · (647) 655-1788 · menakaskrypnyk@gmail.com

PROFILE

Versatile writer and communications professional with experience leading content development, editorial writing, brand storytelling, and multi-channel content strategies. Skilled in creating engaging content across blogs, digital platforms, and corporate communications, as well as translating complex topics into clear, engaging storytelling tailored to diverse audiences.

SKILLS

Content Development | Copywriting | SEO | Research & Interviewing | Brand Storytelling | Email Marketing | Project Management | Stakeholder Relations | Public Relations Writing | Media Relations | WordPress | Adobe Analytics | MS Office Suite | Adobe Creative Suite | Canva | Salesforce

WRITING & CONTENT EXPERIENCE

Freelance Writer & Contributor

Produces editorial content, feature stories, and artist profiles for digital and print publications, covering arts and culture, entertainment, lifestyle, and community-focused topics.

INspired Media Inc.
12/2023 – Present

- Writes articles exploring LGBTQ+ culture, community issues, identity, and lived experiences
- Conducts interviews with artists and public figures to develop stories highlighting their experiences, creative work, and insights
- Researches and develops original concepts through both personal narrative and interview-based storytelling
- Sources visual assets, including stock photography and editorial images, ensuring compliance with copyright and publication standards

The WholeNote
Magazine
09/2019 – 12/2022

- Wrote music reviews, feature stories, and concert coverage
- Researched and pitched unique angles and editorial ideas
- Interviewed local professional musicians and subject matter experts for a recurring choral music column

Content Writer

SalesHub
11/2016 – 02/2018

Produced SEO-aligned blogs for a diverse client portfolio, aligned with specific brand objectives and business goals.

- Researched, wrote, and edited blogs for clients across sectors including legal, recruitment, retail, health, beauty, and home improvement
- Wrote coherent and engaging content tailored to diverse audiences, industries, and client objectives
- Supported SEO performance through keyword analysis

COMMUNICATIONS EXPERIENCE

Communications Specialist

Ivy Charging Network
09/2024 – 02/2026

Developed multimedia content and communications strategies to support customer communications, infrastructure updates, and brand messaging across digital, internal, and external channels. Produced clear, audience-focused content that drove engagement, expanded brand reach, and improved customer understanding.

- Created B2B/ B2C email campaigns and newsletters updating customers and stakeholders with company highlights and educational articles
- Managed the editorial planning, creation, and publication of social media posts, blog topics, and digital communications
- Crafted copy for customer referral initiatives and email nurture journeys
- Translated technical information into clear, engaging messaging that supported customer education, operational updates, and brand awareness
- Managed media and stakeholder partnerships, developing consistent messaging that strengthened relationships and protected company reputation

Marketing and Public Relations Coordinator

Chelsea Hotel, Toronto
07/2022 – 09/2024

Created and managed content across digital and on-property channels, ensuring effective communication of hotel updates and promotions. Enhanced guest engagement and public relations initiatives through strategic storytelling and communications.

- Partnered with Cision for press release distribution and media monitoring
- Wrote media pitches, speaker notes, and promotional copy for hotel campaigns and key events
- Collaborated with internal teams to create campaigns and employee communications that reinforced organizational culture and brand values
- Crafted copy for advertising campaigns, seasonal promotions, special events, and marketing collateral across digital, social, and print channels
- Managed graphic designers and external suppliers to coordinate the production and delivery of digital and on-property marketing collateral
- Analyzed campaign performance and ROI across social and display channels, delivering insights to inform marketing strategy

EDUCATION

Public Relations and Corporate Communications

Graduate Certificate Seneca College at York, 2016

English Literature and Media Studies

Honours Bachelor of Arts University of Toronto, 2015