

Joanna Barrs

Copywriter
www.joannabarrs.com

Experience

Current

2012-2014

Freelance

DentsuBos | Copywriter

2006 - 2012

Bos | Copywriter

Carstar, Fido, HomeSense, Mac's, Vincor, OLG, Honda, Sport Chek, National Bank, Smart Set

2006

Cossette Communications | Copywriter

Bell Canada, BMO, Coca-Cola, GM, McDonald's, OLG

Education

2006

Humber College

Post Graduate Diploma, Media Copywriting

2002 - 2005

University of Western Ontario

B.A., Media Information & Technoculture

Recognition

NAMA's 2010:

Merit National- Broadband "Teen Lingo" and "Fancy Coffee" - Syngenta Crop Protection

Applied Arts Annual 2010:

Interactive Single- startdreaming.ca

NAMA's 2009:

Finalist: Radio series

Bessies 2008:

Gold Single
Gold Campaign
Finalist Online Single
Finalist Online Campaign
Craft Award

NAMA 2008:

Gold Radio Single
Gold Radio Series
Multi-Media Campaign
Original Spread
Unique Print

Cassies 2008:

Best use of media
Business to Business

Applied Arts Interactive Awards 2008:

Gold Integrated Campaign

Digital marketing Awards 2008:

Gold Integrated Campaign

ADCC 2008: Gold Viral Campaign

CAMA's 2008:

Silver: Total Campaign under \$500,000
Radio Series
Web Design
French Language Marketing

MIA's 2008: Certificate Youth Category

CAMA's 2007: Best of Show

Gold:
Print Ad Single
Print Ad Series
Total Campaign \$100, 000 or less
Radio Commercial Single
Radio Commercial Series

Certificates:
Radio Commercial Single
French Language Marketing, Print

Finalists:
French Language Marketing, Sales Support
Radio Commercial Single
Print Ad Single
Media Relations

Applied Arts Annual 2007:

Complete Advertising Campaign and Non-Traditional Advertising

Best Ads on TV: Best Ad of the week, October 24 2007

Marketing Awards 2007:

Silver Integrated Campaign

Lurzer's Int'l Archive:

Beverages Non Alcoholic