



# AURÉLIE FRANCE BRYCE

## LIFESTYLE EDITOR & STYLIST

24 BURNHAM ROAD TORONTO, ON M4G 1C1 647-340-8620 AURELIEBRYCE@OUTLOOK.COM  
[flickr.com/photos/aureliebryce/sets](https://www.flickr.com/photos/aureliebryce/sets)

### QUALIFICATIONS

- Excellent publishing credentials
- Trend-spotting talent
- Multiple category expert
- Experience from magazines to marketing materials & digital content
- Portfolio & references available upon request

### CORE SKILLS

- Setting editorial vision
- Excellent writing and editing skills
- Concept to execution experience
- Recipe development & food styling
- Senior management experience
- Producing & styling photo shoots

### EDUCATION

- Ryerson University (Toronto, Canada) Business Communications Degree 2005
- Dubrule French Culinary School (Vancouver, Canada) Master of Culinary Arts 1996-1997 Graduated with Honours
- McGill University (Montreal, Canada) BA in Political Economy 1992-1996

### PROFESSIONAL EXPERIENCE

<p><b>Toronto, Canada</b> 2013-2015</p>	<p>TRANSCONTINENTAL MEDIA <i>Lifestyle Editor Canadian Living Magazine</i></p> <ul style="list-style-type: none"> <li>• Produced lifestyle, original DIY and craft content for print and digital platforms. Styled photo shoots across editorial platforms from home design and DIY to food photography.</li> </ul>
<p><b>Toronto, Canada &amp; New York</b> 2002 – 2013</p>	<p>FREELANCE WRITER, PRODUCER, PROP &amp; FOOD STYLIST</p> <ul style="list-style-type: none"> <li>• Produce stories from concept to photo shoot to finished editorial pieces for lifestyle, entertaining, family and home décor publications such as <b>Canadian Family, Chatelaine, Canadian Living</b> and <b>Chill Magazines</b>, as well as trade and custom publication clients including <b>Royal Bank of Canada, Kraft Canada, Loblaws Inc.,</b> and <b>Redwood Custom Communications.</b></li> </ul>
<p><b>Toronto, Canada</b> 1998-2008</p>	<p>HOUSE &amp; HOME MEDIA  <i>Creative Services &amp; Communications Manager 2004-2008</i>  <i>Creative Services &amp; Marketing Manager 2002-2004</i>  <i>Creative Services Associate 1999-2002</i></p> <ul style="list-style-type: none"> <li>• Managed creative conceptualization and execution for revenue-generating special projects and sponsored editorial content for Canada's pre-eminent shelter and gardening publications, encompassing <b>Canadian House &amp; Home</b> magazine, <b>Gardening Life Magazine</b> and the <b>House &amp; Home Style for Living</b> product line.</li> <li>• Directed workflow for department associates and ensured close collaboration with the art department.</li> <li>• Hired and supervised freelancers, writers, art directors, web designers, photographers, illustrators and stylists on a per project basis across all publications and platforms.</li> <li>• Produced, styled and art directed photo shoots; also responsible for corporate presence at trade shows and special event.</li> <li>• Wrote and edited feature story copy, headlines, dec and cut lines which translated client marketing goals into reader-friendly, on-trend features.</li> <li>• Created and managed accounting system and reporting for the department.</li> <li>• Responsible for building the most successful and profitable department in the company.</li> </ul>