

## **LORRIE BEAUCHAMP**

*Marketing & Communications Consultant  
Freelance Writer, Editor, Proofreader*



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**Lorrie Beauchamp** has been in the marketing industry for over 35 years, in various capacities including account management, client servicing, copywriting and creative direction. She began a freelance writing business in 1989, and founded a resource-based advertising agency in 1995, with a specialty in medical writing and pharmaceutical marketing.

Her expertise includes research and intelligence-gathering, linguistic validation of clinical study questionnaires, strategic planning, public relations, regulatory work, focus groups and interviews, educational course development, web sites, social marketing, event management and blogging.

### ***Career Track***

C. D. Howe Economic Institute	Assistant Editor	1777-1978
MacLaren Advertising	Account Management	1978-1980
BCP Strategy-Creativity (Publicis)	Copywriter	1980-1982
Robin Palin Public Relations	Writer/Press Liaison	1983-1984
Reidcorp Pharma Advertising	Account/Creative Director	1984-1987
Audio Centre (Retail)	Marketing Director	1987-1988
Chocolat Communications	Founder/President	1995- 2013
Savoir Dire Communications	Freelance Writer	1989- present

## ***Noteworthy Accomplishments***

- Headed up first English copywriting division for leading French-language advertising agency (Publicis, then BCP)
- Successfully produced an extensive PR event for Abbott Laboratories to announce new hospital helipad donation in Halifax, Nova Scotia; front page coverage in dailies
- Designed, launched and was Executive Editor for a new trade magazine in the transportation industry; worked on and wrote extensively for five issues
- Built three companies from the ground up, including organizing, hiring, business development and management
- Was hired to create the first marketing department for a multi-store retail operation
- Coordinated and created content for the global launch of a new insulin and device for Aventis Pharma, presenting and liaising with world collaborators in Spain
- Wrote and coordinated multiple Continuing Health Education initiatives for physician specialists in various therapeutic categories, including diabetes, cardiology, incontinence, oncology and infant nutritionals

## ***Education***

Concordia University, Montreal  
School of Modern Photography  
Thomas More Institute

Journalism, Psychology  
Photojournalism  
Workshop on Creative Writing

## ***Side Tracks***

Teacher	Thomas More Institute, Writing	2013-2014
Founder/Consultant	Chocolat Communications	1995-2010
Linguistic Validation	Mapi Institute, France	1995-2015
Author, Non-Fiction	“Marketing, My Ass”	2008-2009
Published Poet, Short Story Writer	Various literary journals	2000-ongoing

## ***Strengths***

Leadership, confidence, respect for deadlines, creative solutions, efficiency, results-driven.

**MEMBER** (past) of the American Medical Writers’ Association

**MEMBER** (past) of the Quebec Writers’ Federation (QWF)

