

Kole McRae

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Skills

- Doing the impossible, yesterday for free
 - Finding my happy place during tight deadlines
 - Knowledge of new media, old media and middle media
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Experience

Freelance Writer at Various Companies

Writing & Editing, 0-10 employees

06/2008 - present

- Wrote comedic screenplays and articles to help new companies sell advertising
- Worked with very little supervision and tight deadlines

Creative Writer at Vista Broadcast Group

Broadcast Media, 50-200 employees

06/2009 - 10/2009

- Wrote radio ads that people actually noticed
- Successfully turned "For all your blank needs" into "I want to buy that!"

Creative Writer at Peace River Broadcasting

Broadcast Media, 10-50 employees

07/2008 - 06/2009

- Created fun and interesting campaigns for local companies
- Built lasting relationships with sales staff while still hiding whenever they came around

Creative Writing Intern at Chorus Media

Broadcast Media, >200 employees

04/2008 - 06/2008

- Made better coffee than all the other interns
- Learned the proper way to to prank your boss

Sales Team Leader at TPSN Enterprises

Marketing & Advertising, 10-50 employees

12/2005 - 08/2006

- Increased sales by mentoring a six person sales team
 - Kept moral high through a series of lessons that didn't make employees fall asleep
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Studies

Broadcasting Diploma at Conestoga College

College

09/2006 - 04/2008

- Broadcasting software
- Communications strategies
- Deadline driven work