GARIE MCINTOSH

EDUCATIONAL CONTENT CREATOR AND WRITER

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SPECIALTIES, AREAS OF FOCUS AND MASTERY

- **English language disciplines:** Etymology, syntax, rhetoric, grammar, lexicography; using Lexical-Function Grammar to map the interrelationship and interdependence between words and grammar; using sentence syntax (its functional structure) to determine what the sentence means
- **Areas of innovation and creativity:** Digital platforms, information architecture (IA), and computer applications
- **Communication, writing, and editing skills:** Possess expert editing skills plus solid writing experience as the author of *What's in a Name*, my first novel.

EDUCATION/ONLINE LEARNING

Autodidact   2016 – Present
Academic studies via digital publications/technologies, i.e. scholarly records, research, teaching

- *Angles* journals, the study of the Anglophone world
- *Academia* scientific papers, scholarly and scientific papers that enhance academic discussion and collaboration
- *JSTOR* (journal storage), a digital library of the world's knowledge, cultures and ideas digital technologies to preserve the scholarly record and to advance research and teaching
- Websites for teaching English, handbooks/indexes of publications, reference books, lexical databases for English

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ORGANIZATIONAL EXPERIENCE

Writer and Educational Content Creator   2016 – Present
Self-employed work, McIntoshLinguistics
- Successfully implemented content management in a hybrid learning environment on the Microsoft platform with all the innovative tools provided through Microsoft Education (EDU) to train intelligence, attitudes, and values.
- Created and developed an IA as part of the organization's educational content strategy on website via the taxonomy (classification) functionality in WordPress to categorize and tag educational web posts.
- Application of problem-based learning and continuous learning initiatives to encourage innovation: educational content to train intelligence, attitudes and values; teaching-material methodology to evaluate, develop and/or disseminate teaching material; Microsoft Lists to create tools that incorporate an instructional design that encourages a purposive approach to editing.
- Proven expert editing skills plus solid writing experience (writer with published and upcoming works of fiction) to create various types of accurate and engaging content, including blogs, home pages and landing pages, ad copy and product description, and keen ability for applying best practices to social media channels, such as in the creation of my Amazon Author Page and the product description, to engage an audience with purpose-driven writing.
- Demonstrated foundational knowledge of SEO principles and concepts in the development of brand website: creation and development of home pages and landing pages, microcopy that enhances UX and product description, CTAs and SEO metadata knowledge (i.e. head keywords, long-tail keywords, mission (niche), transition words, etc.).

ADMINISTRATIVE EXPERIENCE

Administrative Assistant   2013 – 2014
The Scarborough Hospital
- Responsible for bi-weekly and periodic productivity and utilization reports for corporate decision-making and budget maintenance for multiple cost centres using MS Excel PivotTable and PivotChart.

- Responsible for validation of vendor payments and staff invoice reimbursement procedures per corporate review and approval policies; bi-weekly payroll for clinical and administrative team; preliminary vendor selection and RFP scoring process.
- Integral requirement to maintain communication and liaise internally and externally to schedule meetings and complete and submit quarterly and annual funding reports to external bodies that included Ministry of Health and Long-Term Care and Local Health Integration Network.
- Developed custom tools using MS Excel and MS Access to analyze raw data sets to monitor and meet funding targets in the following areas: operating room (OR) utilization (surgical procedure start/finish times and count of patient procedures); patient length of stay; patient-care unit productivity (i.e. bed allocation).
- Special Projects: Development of Orthopaedics scheduling tool (MS Excel) for department head; digitization of OR data via set-up of electronic filing system and programming of scanner; payroll and vacation request management tool (MS Outlook); patient-care unit census productivity database system (MS Access).

CIC Forms and Application Administrator   2009 – 2013
Freelance work, Toronto, ON
- Demonstrated oral and written communication abilities via composition of case-specific inquiries and appeal requests to respective Visa offices and Members of Parliament to expedite applications and make special requests to Citizenship and Immigration Canada (CIC).
- Demonstrated multi-tasking skills via preparation and coordination of files, including appeal affidavits.
- Responsible for file management from client initiation stage to full acceptance of application by CIC in a timely and efficient manner.

Project Administrator   2007 – 2009
SNC Lavalin O&M, Etobicoke, ON
- Developed portfolio's fully functional end-user invoice management system (MS Access) in tandem with organization's in-house financial software (PeopleSoft) to consolidate, synchronize and verify vendor progress draws in accordance with corporate policies and client methodology.
- Fulfilled a leadership role with senior and management to achieve effective and clever results according to client (government) methodologies and SOW, and corporate regulations.

ACCOMPLISHMENTS

Writer   2016 – Present
Independent/Personal projects
- Completing The Barred-Spiral Trilogy series of literary novels that are currently in progress.
- Applying content strategy for my Google knowledge panel, website (gariemcintosh.com) and brand channels, i.e. YouTube, Amazon Author Page
- Developing The LEP, an eBook that covers a list of recurring patterns and different kinds of structures in a manuscript according to the framework for examining both morphological structures and syntactic structures in Lexical-Function Grammar.

PARTNERSHIP AND COLLABORATION

Microsoft   2022 – Present
- Granted access to a portfolio of Microsoft-based solutions, programs and offers through the Microsoft Cloud Partner Program.
- "Qualified Educational User" designation that allows leveraging of Microsoft EDU academic tools operated on the Azure platform.
- Provisioned with faculty licences and 10k free student ones.