

SANDRA O'CONNELL

Storyteller. Writer. Creative.

A polished marketing and communications professional with a voracious appetite for writing and storytelling. Bursting with creativity and innovative ideas, Sandra is a natural storyteller.

- Sandra stealthily navigates the intricate maze of social media and the interwebs as shown in her role as Community Manager at Media Tonic PR and as founder of Tales from a Bar Stool. **Her writing voice, creative nature, and business sense intertwine to create groundbreaking synergy (and enticing results).**
- Working for the top commercial real estate broker in Canada groomed her for "fly by the seat of your pants" environments. **Short deadlines and multiple projects drive her to succeed.**
- Sandra coordinated a team in the creation of digital and print marketing materials highlighting real estate products totaling in excess of \$2.5 billion. **She understands the importance of team work and brainstorming, and can effectively project manage.**
- Her words have found their way into the pages of The Province Newspaper and Destinations of the World News, amongst others. **Sandra's writing style and persistence has led to opportunities to share her opinions with thousands, creating a community around the content she creates.**
- A graduate of the University of British Columbia with a Bachelor's Degree of Commerce. **She has a piece of paper that proves she does her homework. Her curious nature propels her to keep learning, exploring and curating content.**

Creative pursuits have fueled Sandra's life from a young age, and she is inspired by others who have the same creative drive. She wishes to work in a position that advocates creativity and innovation.

Sandra's resume detailing her experience and accomplishments in depth is within.

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Sandra O'Connell – a resume

SANDRA O'CONNELL

Storyteller. Writer. Creative Mind.

a resume

WRITER people-watcher COMMUNICATOR FUN
confident DREAMER creative resourceful
dedicated PERCEPTIVE PROFESSIONAL multi-
tasker ORGANIZED logical CURIOUS reader
INNOVATIVE team-player INDEPENDENT

SANDRA O'CONNELL

Storyteller. Writer. Creative.

PROFILE:

Sandra's life revolves around storytelling. From managing social media accounts to creatively marketing to writing captivating short stories and articles, she knows how to weave a compelling tale. She wishes to build this passion in a position that has the propensity to challenge, inspire, and motivate herself and others. Sandra's ideal role will encompass promoting and sharing the timeless art of storytelling.

EXPERIENCE:

Freelance Writer and Marketing Consultant, 2011 – Present

- Editorial work has appeared in: The Province Newspaper, Montreal Gazette, Edmonton Journal, Destinations of the World News, Société Perrier, Conglomerate Magazine, Burlesque Beat, and the Glowbal Collection blog.
- Writing encompasses travel, society, fashion, culture, and other lifestyle topics.
- Handpicked to be a society blogger at The Province Newspaper, reporting on events and parties in Vancouver and, most recently, the Toronto International Film Festival.
- Founder of Tales from a Bar Stool, a collection of witty stories and interviews to inspire people to talk to strangers, listen to others' stories and socialize. Accomplishments include being featured on Vitamin Daily and Notable.ca. A loyal following has been achieved via Twitter and Facebook.
- In addition to editorial, portfolio includes writing corporate literature and managing social media accounts. Clients include: Girl Two Doors Down, Hitchette, Media Tonic PR (Community Manager), Fan Expo Vancouver, Unison CM, The Travel Guys (Associate Producer – Norway), Projecting Change Film Festival, Braden Hammond Glass.

Colliers International, Vancouver, 2006 – 2011

Project Coordinator, Avtar Bains, Investment Division

- Led the design, production and coordination of marketing campaigns for product collectively totaling over \$2.5 billion, which in turn led to the successful sale of over 50 properties across Canada.
- Created and organized content for both email and print marketing campaigns, some with budgets in excess of \$100,000, and reported on conversion.
- Produced and wrote alluring proposals that won mandates for assets totaling over \$1 billion.

Madman Entertainment, Melbourne, AU, 2004 – 2005

Sales Representative, DVD Distribution

- Built relationships with various retailers from HMV to independent stores by notifying them of promotions, ensuring orders were placed and distributed, and managing accounts.
- Initiated and created the inaugural sales system and training manual on a company wide basis.

VOLUNTEER:

Glowbal Collection and Union Gospel Mission , 2010 – 2011

- Involved in the biannual event which feeds thousands of residents of the downtown Eastside at the Christmas Meal and Summer BBQ.

2010 Delhi Commonwealth Games Fundraising Celebration , 2009

Event Coordinator (reporting to Monika Deol)

- Contributed to a team that orchestrated an event at which several high profile guests and media were in attendance, and where donations exceeded \$40,000.
- Drafted and submitted press releases to various media contacts, which resulted in obtaining extensive coverage from a variety of sources across Canada and in India.

EDUCATION:

Bachelor of Commerce, 2004

University of British Columbia, Vancouver, BC

SKILLS:

Social media (Facebook, Twitter, Flickr, LinkedIn, Hootsuite, Pinterest, Instagram, Foursquare, Tumblr) | InDesign | Wordpress | Basic HTML | Google Analytics

SANDRA-ISMS

Favourite film
Romancing the Stone
sparked a fever for
Colombia.

There is nothing better
after a long day than
an Old Fashioned.

History is absorbed
into buildings and
trees. Touch them to
feel it.

A day without a high
five is a day not truly
living.

She's a sucker for the
sounds of a
harmonica.

Jimmy Fallon and
Ryan Gosling followed
her on Twitter. The
sound of her swooning
could be heard from
space.

Twister is the most
under-rated party
game out there.

Strangers do not
equal danger.

Curiosity did not kill
the cat.

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Breathe life in Paris

FRANCAIS: Lose yourself in the beautiful City of Light

BY SANDRA O'CONNELL
FOR THE PROVINCE

Whether you're going to celebrate Canada Day with a French twist or just want to hide in a crowd, Paris is the place to be.

You can both lose yourself and discover a new you in the intoxicating energy of the City of Light. Paris itself breathes life, exhaling its soul right into inhabitants. I swear this is true. You only have to visit the city once to be infected for life.

My short visit started in Saint Germain in the 6th arrondissement as the sun set behind the centuries old chimney stacks.

Gliding through the maze of streets full of art galleries teeming with cocktail parties, I pinned to be part of the camaraderie. At the next lit gallery I passed, I held my head high and sauntered through the door, drinking in the sophistication and art like they were a fine Bordeaux red.

With the lingering buzz of Francais in my ears, I moved on to L'Hotel, an idyllic hideaway nestled on a quiet street, to imbibe in a cocktail where Oscar Wilde laid his head. The seductive confections in the dark and plush room paired with Wilde's creative spirit filled my notebook.

Wake up at the crack of dawn at least one morning of your visit. There is nothing quite like wandering the empty streets of Paris as the sun cracks the horizon. Finish your stroll with a croissant and café crème at Café le Buc, an ideal location to watch the very fashionable world go by.

High on caffeine, I hopped on the Metro to Père Lachaise Cemetery, the most visited cemetery in the world, to walk among the peaceful raised tombs nestled under leafy trees. Skip the overpopulated grave of Jim Morrison and set your sights on Edith Piaf's bed instead.

Le Marais was next on my list, a neighbourhood where roaming for vintage and consigned treasures is sport. The gems that may be found in hidden boutiques are worth their weight in gold. While it's entirely possible to spend hours getting lost in Le Marais, I was on a tight timeline. Hopping on the Metro again, I traversed to Montmartre.

I trekked to Sacré-Cœur Basilica to revel in the marvellous structure and truly breathtaking views of Paris. The gargoyles and narrow, winding passageways will leave you dizzy with history. With a growling stomach after my climb, I settled in for a late lunch at Un Zebra Café and



Visit Paris once and you'll become infatuated with its vitality, history and beauty for life. — VICTORIA TIMES COLONIST FILES

Paris Tips and Tricks

■ As a visitor to a city you naturally want to see the tourist spots, but be sure to allocate a good chunk of time to fit in with the locals. Absorb another culture by following in the inhabitants' footsteps.

■ Everyone in Paris wears scarves. Source your own chic accessory at a consignment or vintage store. Psst... they make excellent gifts.

■ Be prepared to gain 10 pounds as soon as your well-soled feet hit the cobblestones; but not to worry, a favourite pastime of locals in Paris is running along the Seine. Besides being an excellent way to see the sights, you can also run off the profiteroles you've been ingesting.

STAY
L'Hotel — 16 rue des Beaux-Arts, 75006

a delicious Croque Monsieur. It was here that I discovered the French friendliness that people say is non-existent. The two men I became acquainted with were happy to spill their secrets on the best of Paris and even invited me to a soirée. Tres bien!

That evening, I had a date. Yes, it is important to have friends and lovers in cities all around the world. He took me to Le Fumoir, where my palate was teased and satiated with the best of French cuisine. A night cap at the seductive Hotel Costes and a romantic stroll over the Pont des Arts were the icing on the éclair.

To prepare for my final day in Paris, I treated myself to a flaky and sweet pastry from the oldest patisserie in Paris, Pâtisserie Stohrer, where the first croissant is reputed to have been made. My pastry came with me to the resplendent Notre Dame, where I gawked at the precision

EAT

Café le Buc — 52 rue Dauphine, 75006

Pâtisserie Stohrer — 51 rue Montorgueil, 75002

Le Fumoir — 6 Rue de l'Amiral de Coligny, 75001

La Palette — 43 rue de Seine, 75006

DRINK

Hotel Costes — 239 rue Saint-Honoré, 75001

Le Bar, Shangri-La Hotel — 10 avenue d'Iéna, 75116

Le Baron — 6 avenue Marceau, 75008

DO

Père Lachaise Cemetery — M Père Lachaise

Sacré-Cœur Basilica — M Abbesses

Notre Dame — M St-Michel

Pacha Hammam — 17 rue Mayet, 75006

and craftsmanship which never cease to amaze me.

Opting for a lazy afternoon doing as the locals do, I chose to lounge at a spa, but not just any spa — Paris is known for its traditional hammams, and I couldn't leave the city without experiencing one myself. I spent my afternoon at the Hammam Pacha indulging in steaming, massaging and soaking until my skin was as soft as a rose petal.

For dinner I feasted on tartare de boeuf on the bustling terrace of La Palette before venturing to my Parisian party. My night came to a spectacular end sipping on Pink Ladies in the lascivious and regal Le Bar at the new Shangri-La Hotel before giving my heels a spin on the dance floor at the notorious Le Baron.

As I left the city the next morning, I felt Paris stirring inside me. La Vie en Rose is now tattooed on my heart.

REGAL ADORNMENT



June 8 2012
Conglomeratomag.com

Upon first sight of Michelle Lowe-Holder's ethereal accessories collection for SS12 it is impossible not to inhale sharply. Even before laying eyes on it, the imagery associated with the name alone, Victorian Flowers and Cream Crocodiles, conjures up a pronounced landscape dominated by two contrasting worlds - the soft and dainty with the cold and reptilian. The combined result is a strong and elegant collection that commands attention to its aesthetic and those who don it.

Consisting of textured cuffs, ruffs and necklaces, the collection is delightfully tactile regardless of its apparent fragility. Every design is slotted into a different echelon of boldness, clearly mirroring the individualistic nature of the designer and those who follow her.

The courageous snakeskin Victorian ruffs, boasting an intricate, folded construction, are reminiscent of Lowe-Holder's previous collections, but incorporates a whimsical divide between the collars worn by Queen Elizabeth I and a fashionable but eerie funhouse clown.

While the great mixture of cuffs in the collection carry the same magnanimous and contemporary aura of the ruffs, their scale is smaller and hint at the more conventional. Some of the two-toned bracelets are twisted in such an asymmetrical fashion that they could be puzzle pieces, while others resemble gears of machinery.

The ribbon linked necklaces are the most subdued of the collection; their charm resting delicately in the details. Crafted with either single or double loops, the necklaces sit gracefully on the chest, woven intricately together with vintage ribbon that, thanks to Lowe-Holder, has been given a new lease on life; christened with names such as Black China, Porcelain or Yellow Daisy, the prints can be easily envisioned in the mind.

Introducing the 'ribbon link' technique this season to her eco-conscious repertoire, Lowe-Holder explains, "All of my collections are an evolution from the previous ones - the work evolves from collection to collection, changing and shaping."

To maintain her bid to design sustainably, the designer sourced an incredible fabric from Italy called Kefi, a paper thin substance featuring snake and crocodile skin embossing to use alongside the end-of-the-line vintage floral ribbon. Combining the two elements in a manner that allowed them to sit cohesively together proved challenging, states Lowe-Holder, although this wouldn't be suspected considering the effective and mesmerizing outcome.

With roots originally planted in designing ready-to-wear, Lowe-Holder has now found her calling as a revolutionary accessories designer, saying "I have always been about the detail - so it seemed logical to make the detail the piece instead of applying the detail to a garment."

Determined that her greatest career move is yet to come, the designer states she will continue to grow her brand by surprising clients each season with whimsical collections while expanding her reach to the farthest corners of the earth.

Michelle Lowe-Holder is available at the following retailers:

Rome: LUISA

London: DARKROOM

Hong Kong: DOOR STUDIO

Vienna: HABARI

Online: VOOX

- SANDRA O'CONNELL

A FEW ACCOMPLISHMENTS...

Provided [blog coverage](#) of the social scene at the 2012 Toronto International Film Festival for The Province Newspaper.

Conducted a whimsical [interview](#) with the legendary Wolf Blass.

Interviewed by [Notable.ca](#) as a Notable Young Professional to watch.

Worked as Associate Producer on The Travel Guys' Norway television episode.

Grew a personal style business for the fashion-challenged of Vancouver.

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