

# DO WHAT YOU LOVE

WHERE I STARTED SEEING MYSELF AS A WRITER  
WHILE SEARCHING FOR MY OWN BASECAMP  
PROUDLY FREELANCE TO TAKE THE TIME TO FIND MY LINE  
10/2011 - NOW AND ALWAYS

- Writing for **IT Business Canada** with a focus on tech and most recently covered HP's product showcase in NYC.
- Covered **FITC Toronto** 2012 and 2013 for their website to spread the insight of the speakers beyond just the session audience.
- Developing 2 stories, one's a short and the other's a TV script.
- Wrote articles for **Venngage** a startup at the Jolt incubator at MARS about the state of data visualization.
- Provided strategic and communications planning for **Foodo**, a startup making restaurant discovery and ordering a breeze.
- Researched, analyzed and wrote about the brand strategy and communications for the **Integrated Brands** crew.
- Written for **Marketing Magazine** and **ihaveanidea**.

Decided to explore writing as more than a hobby and discover my creative self. **2012**

## Wore my reporter hat covering the ad game

Helped to give **The Ad Buzz** its start back in the day

08/2010 - 12/2011

- Broke industry news and covered events such as **Ad Week** in NYC, the **ADCC Awards**, **Portfolio Night** and others (*Ad folks know how to party*).
- Interviewed **Bryan Howlett** the CCO of Agency59 and **Carl Jones** a Professor at OCAD among others.
- Managed transition for website relaunch, developed content strategy, writing over half the posts which received more than 60% of all the clicks.



We tell stories to make sense of the chaos, give meaning to the pain and connect with the heart.

Was a copywriter doing the social media side of things  
Sought to wander and **itravel2000** fuelled my fire to experience the world  
05/2011 - 09/2011

- Came up with campaign ideas, wrote web copy and was the **itravel2000** voice on Facebook where I grew the fan base from 17,500 to over 21,000 in 3 months.



<http://bit.ly/ericflor>

Favourite food: Bacon Mmm... I so want me some bacon sushi. 

## Sought out the cool where technology and creativity met as editor and a writer

So if the awards are always tomorrow will they ever arrive? Maybe the **Tomorrow Awards** is time travel, either that or they're a big tease  
11/2009 - 05/2011

- Rallied the (*fickle*) tribes and grew their Twitter base from zero to 1,000 in less than 3 months (*not a lot but learned that it's about your content, connection and consistency*).
- Wrote commentary on campaigns and technology, while also writing articles and copy for other projects.



Was on the winning team at Startup Weekend Toronto 2012. Go Groupnotes!



## A contest moderator that waded through the Doritos Super Bowl entry tsunami

Being in close Proximity (Canada) I learned my goals had changed  
Winter 2010 and Winter 2011

- Was a mod for "Viralocity" in 2010 and "Write the End" in 2011.
- Engaged audience on social media and reviewed over 4,000 entries across both contests (*the video ones were hilarious btw*).
- Viralocity received +7,000,000 views online, +3,500 subscribers on YouTube, and had +66,000 fans on Facebook with Viralocity winning the 2010 CMA Award for "Best of the Best."



## WHERE I STARTED WEARING MY WRITER AND COMMUNITY MANAGER HAT

THE TECHVIBES ARE ALWAYS CHANGING, THEY CAN'T STAND STILL AND THAT'S WHY WE LOVE THEM

10/2009 - 10/2010

- Wrote about the Toronto tech scene covering startups, technology and mobile (*for free tickets and the networking*).
- Reported on the **Canadian Innovation Exchange**, **Social Media Week**, and **NXNEi** among scores of others.

played the community manager game at TIFF covering the celeb scene and the parties

Entrinsic(ly) linked to the social rapids so get your life vest and hang on  
08/2010 - 11/2010

- Was the voice of vitaminwater on social media during TIFF and reported on celebrity comings and goings at the parties.
- Planned an event where over 350 local influencers got a sneak peak of the backyard to feed the hype machine.



I carry with me a curiosity about the world we wish for and the one we inhabit, a willingness to venture into the unknown and an openness to change.

I will live for the experience to better myself and my craft in the service of the story, which at its best lingers in the soul long after the book has been long closed.

where we learn the start of knowledge not the end 

ADVERTISING ACCOUNT MANAGEMENT DIPLOMA  
CENTENNIAL COLLEGE

2009

HONOURS IN BUSINESS ADMINISTRATION  
UNIVERSITY OF WINDSOR

2004



<http://bit.ly/ZNYIIE>

the written word 

- I Keep **Web Analytics 2.0** by **Avinash Kaushik** and **The Yahoo Style Guide** by **Chris Barr** for web writing on hand.
- Just started reading **The Lean Entrepreneur** by **Brant Cooper & Patrick Vlaskovits** for insight into the fascinating world of startups.
- For my fantasy fix I'm reading the series **A Song of Ice and Fire** aka **A Game of Thrones** by **George R.R. Martin** (*his world is full of mystery*).



<http://linkd.in/clickeric>

Last game I beat:  **Bioshock Infinite**

Lean Startup Machine Toronto 2012 - 13

- Organize the events did outreach and mentoring on the fly.

Toronto International Film Festival 2009 - 12

Toronto Digifest 2011

AndroidTO 2010 and 11

- iOS, do not pass go and do not collect \$200 because Android's the open source type of awesome and full of win. :p

Epilepsy Toronto - Buskersfest 2009 - 11

- Summer needs good buskers (*the golden cowboy is classic*).

Art of Marketing 2010

- Fueled with inspiration with a dash of buy my book.

Mesh Conference 2009 - 10

Advertising Week Canada 2009 - 10

HELPING OUT NEED TO DO MORE 



<http://4sq.com/10mMhAW>

Will travel the world to find my place within it. 

ERIC FLORFESCA



[evfloresca@gmail.com](mailto:evfloresca@gmail.com)



647-504-5552



<http://www.clickeric.com>

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