Trent Alan Rhode

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Communications Specialist and Educational Content Developer

Profile

Writer, editor, and communications practitioner with experience developing courses, teaching, and producing public-facing content. My work connects business and nonprofit communications with practical education in food systems, permaculture, and ecology. I develop explanations, activities, and assessments, and produce websites, newsletters, social copy, and multimedia.

Skills

Communications: Web copy, newsletters, social content, media releases, content calendars, paid advertising, and stakeholder communication.

Educational content: Research, learning outcomes, course structure, instructional writing, activities, assessments, workshops, and participant guidance.

Editing and publishing: Copy editing, fact-checking, editorial standards, contributor training, and WordPress content management system (CMS) publishing.

Design and performance: Canva, Adobe Photoshop, InDesign, Premiere Pro, Google Analytics 4, Google Search Console, and search engine optimization (SEO).

Course development

St. Lawrence College | Developed 2023; revised and updated 2026

Developed two courses in 2023, then revised and updated the materials in 2026 for submission to the college.

- FSS024: Food Safety – Urban Environments, 42 instructional hours; FSS021: Food Distribution and Trade, 56 instructional hours. Total course duration: 98 instructional hours.
- Researched the subjects and developed learning outcomes, modules, units, explanations, activities, assignments, and assessments. Connected practical scenarios with evidence, decisions, and assessment criteria.

Ongoing freelance and part-time work

Freelance / Trent Alan

Writer, Editor, Content Strategist & Communications Consultant | Oct 2002 – Present

- Produce articles, websites, newsletters, social copy, and educational resources for business, nonprofit, technology, environmental, and community audiences. Manage research, briefs, revisions, and delivery.

Living Landscapes Design

Founder and Lead Designer (part-time, weekends) | 2012 – Present

A hobby business alongside my primary career in writing, editing, and communications.

- Develop curriculum and teach through workshops, practical instruction, and a season-long Permaculture Design Certificate internship. Combine explanations, observation, guided exercises, practical work, and a final design presentation.
- Write educational and website content, communications, and proposals alongside ecological design, nursery, perennial food-system, and restoration work.

Editorial and communications experience

ClickOut Media / CryptoNews.com

Editor, Copy Editor, AI Editor | Jan 2024 – Feb 2026

- Produced and QA'd 260–300+ articles monthly while maintaining quality. Quality assurance (QA) included source checks, structure, voice, formatting, and publication review.
- Developed style guides, standard operating procedures (SOPs), research and journalism training, and staged AI editing prompts. Mentored and managed 10+ writers and freelance producers.

Journalist | Nov 2022 – Jan 2024

Wrote articles and advertorials, conducted interviews and research, and prepared WordPress pages for publication.

Leads Panda

Lead Editor, SEO Content Strategist, Content Marketing | Sep 2019 – Nov 2022

Managed editorial quality and content strategy for technology, education, and finance clients; edited articles, case studies, white papers, and video scripts.

Peterborough Living Yoga

Marketing Director | 2013 – 2021

Managed websites, newsletters, email, posters, content calendars, and promotional video for teacher trainings, retreats, classes, and community programs.

Transition Town Peterborough

Co-Founder / Board Member / Communications / Writer / Editor / Group Director | Aug 2008 – Sep 2017

Edited The Community Greenzine; produced media releases, newsletters, and educational materials; managed social and web communications; founded and managed the Transition Reskilling Institute and taught public workshops.

GreenUP

Communications and Marketing Coordinator | Oct 2007 – Oct 2008

Managed public relations and marketing, wrote the weekly “Green It Up!” environmental column and media releases, hosted CHEX TV segments, and created web and multimedia content.

Education and training

Athabasca University | Bachelor of General Studies, Arts and Science, concentration in Journalism and Communications | In progress, expected 2027

University of Victoria | Diploma, Restoration of Natural Systems | In progress, expected spring 2027

Loyalist College | Post-Graduate Certificate, Online Publishing and Computer-Assisted Reporting | 2004–2005

Loyalist College | Diploma, Print Journalism | 2000–2002

Selected training: Permaculture Teacher Training, Dynamics Ecological Design; Permaculture Design Certificates, Kootenay and Finger Lakes Permaculture Institutes; Alternative Land Use Practices and Arboriculture, University of Guelph.

Selected work

Food systems courses and selected communications work

Cere social-media writing