

*When we go to trade events, talk with customers and do shows, people often ask us what we do, what our titles are and how we work together. At the end of each edition is our [Masthead](#), which lists everyone on staff and their title, along with the many people we are thrilled to thank for their contribution to the edition.*

*In this series of blog posts, which you can read, in its entirety, [here](#), we'll be introducing you to some of the people who help make this magazine possible. As always, we would love to continue the discussion and get your feedback on this or any other blog post, over on [Facebook](#).*

---



© Jane Heller

Unless you happen to read our blog through an RSS aggregator and notice the byline, or you have published a design or article with us, it's very likely you don't know Carly Boyce's name. She's our social media ninja, quietly working her skills behind the scenes, largely anonymously. Those posts on Twitter, Facebook, and our blog, are often written by Carly. We can always count on her to find interesting topics and present them in a delightful way. But, like all of us at Twist, Carly doesn't just wear a single hat. She helps to shape the edition from the submissions to the QA testing before we go live. Find out more in our interview below.

**MM: How did you and Kate start working together? Was it through knitting or in some other way?**

CB: I used to hang out at Ariadne Knits in Montreal quite a lot, and one day, back in 2008, I was chatting with someone there, and she mentioned that Kate might be looking for an assistant to help with her work on Twist Collective. I leapt at the opportunity to get involved. I met with Kate and she was eager to have another pair of hands working on things, and I was so excited to be involved; I

knew a few things about knitting, but nothing about publishing. I used to hang out with Kate (and her daughter) once a week or so and help out with whatever was going on at the time. I've corresponded with designers, styled outfits for photoshoots, helped filter submissions, given opinions about yarn selection, edited and written blog posts, held a light-reflector on shoots, recruited models, sized photos for the shop- you name it!

### **MM: What have you found most surprising about working at Twist?**

CB: What has been really amazing is seeing a group of humans work together towards a beautiful common goal --without ever all being in a room together to plan it all out. I am really astounded at the power of the internet as a means of communicating and connecting people. I have seen small groups of people accomplish awesome feats in lots of areas of my life (i.e. as an activist and community organizer), but never without all knowing one another's faces and voices. It's seriously cool.



Carly's arms help Kate's arms to style [Madrigal](#)  
© Jane Heller

### **MM: You moved to another province last year how has that changed your role?**

CB: When I was living in Montreal, I was odd-job girl, which was a really fun and interesting role. I learned a little bit about a lot of things, but I didn't really develop expertise in anything. When I moved to Toronto last spring, I wasn't sure how I could stay involved. Kate asked me to tackle some of the social media for Twist, and having a more structured role has been really interesting! It's a challenge, because I am not the most tech-savvy person, and social media is such a new field, so a lot of it is trying things out and seeing how they work and how people respond. But I'm having a lot of fun with it!

### **MM: What is your favorite part of your responsibilities at Twist?**

CB: I absolutely love seeing submissions from designers. Not being a designer myself, it is really interesting to see an idea develop from a sketch, to a swatch, to a garment, to a styled outfit in a photo story, and to be able to trace that process backwards. I also love clothes- not the fashion industry necessarily, or trendwatching or whatever, I just absolutely love clothes. I love buying them, but making them myself feels almost revolutionary- which is why I love knitting so much.

### **MM: Do you have any creative pursuits outside of the knitting community?**

CB: I'm trying to learn more traditionally creative skills; I do some writing, a little bit of sewing, and I really want to learn to play the ukelele. But knitting is really my creative outlet. In my regular life since I've been involved, I've been a student, a community organizer, a youth worker, a Sunday school teacher, a non-profit board member, and a bartender -- usually some combination thereof.