
Education

Diploma - Print Journalism

Sheridan College Institute of Advanced Learning & Technology
2009 - 2011

Bachelor of Arts - English

McMaster University
2005 - 2008

Professional Skills

Adobe Indesign CS5, Adobe Dreamweaver CS5, Adobe Photoshop CS5, Audacity, CP Style, Facebook, Google Analytics, Google Trends, HTML, SEO, Wordpress

Awards

AWNA (Second) Best Feature Photo 2013

Professional Experience

Simcoe.com - Metroland Media

Reporter
October 2017 - Present

- Reported two stories per day.
 - Wrote a weekly feature column.
 - Shot and edited photos for print and online.
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Edmonton Sun - Postmedia

Special Sections Editor
February 2015 - January 2017

- Wrote content for special sections, including advertorial content for clients.
 - Created a quarterly mens' magazine for the Edmonton Sun.
 - Weekly page designer of national Driving section.
 - Editorial lead for major projects including Edmonton Eskimos Gameday section, Edmonton Motorshow glossy magazine.
 - Liased with clients to deliver several special sections for festivals and events.
 - Project manager for Reader's Choice Awards campaign for print and digital outlets.
 - Negotiated rates with freelancers and delivered monthly freelancing expenses.
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Meridian Booster - Sun Media

Managing Editor
July 2014 - February 2015

- Managed a team of four reporters to produce three editions per week.
 - Improved online traffic by 20 per cent by implementing a social media strategy.
 - Copy-edited content from reporters and developed stories in story meetings.
 - Oversaw lay out of print edition, created a Style Guide for page design.
 - Wrote a weekly column, and represented the newspaper at public functions.
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Vermilion Standard - Sun Media

Multimedia Editor
February 2014 - July 2014

- Wrote, edited, and reported 5-7 stories each week.
 - Independently laid out print edition using InDesign.
 - Shot and edited photos for print and online.
 - Improved online visibility via social media.
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