
Skilled with: Expression Engine, Premiere Pro, Photoshop, Chartbeat, Adobe Analytics, Monday, Facebook, Instagram, Twitter, Pinterest, Hootsuite, FTP, CBC Style Guide

EXPERIENCE

Producer, Digital – CBC Kids

Toronto, Ont.

May 2017 – present

- Producer for CBC Kids and CBC Parents sites, CBC Kids social accounts and CBC Kids YouTube
- Duties include: writing, pitching, copy editing, packaging, managing contributors, video editing, producing and directing video content in-studio and on Unity, managing stats and editorial schedule
- Produced, co-wrote, led and created content for big-production Facebook Lives such as Halloween Spooktacular, Kindie Grad 2020 and Kindie Grad 2021
- Won a Canadian Screen Award for Best Live Production, Social Media for Kindie Grad 2020 which garnered over 56K views
- Currently leading the CBC Kids YouTube account with a focus on return engagement with scheduled new episodes, working with stakeholders to best showcase existing content and create new formats
- Created partnership with ByBlacks.ca to help diversify CBC Parents contributor pool
- Produced, directed, managed props and oversaw editing for 17 craft and snack videos which we shot over two days in-studio
- Carried over from AP role, led the weekly vlogs with Studio K hosts, which I produced, directed and oftentimes shot and edited; our top video garnered over 13K views

Associate Producer, Digital – CBC Kids

Toronto, Ont.

August 2016 – May 2017

- Produced, directed and edited YouTube and social videos from Studio K hosts and puppets, which were shot in-studio and on-location at outreach events
- For CBC Kids rebrand, created and continued to lead, direct and produce hosts' and puppets' vlogs
- Aided with digital launch of *Snapshots*, managed legal, copy and implementation of associated contest
- Worked with CBC Kids and CBC Parents contributors to create posts for the sites, as well as pitched, researched and wrote my own posts

Associate Producer, Digital – CBC Talk Radio Digital, *The Current*, *q*

Toronto, Ont.

February – August 2016

- Maintained CBC Radio One's web, app and social presence, backfilled producers on almost every show
- Mainly backfilled *The Current*'s and *q*'s digital producers where I wrote daily articles, edited audio, created graphics and managed social media, email and archiving
- At *q*, pre-empted the schedule as well as social and web presence when Prince passed away
- At *The Current*, produced post for piece on media sexism at Rio 2016 to over 20K UVs in first few days
- At Radio One, pre-empted schedule and created posts for the live, national Fort McMurray fire call-in show

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Skilled with: Expression Engine, Premiere Pro, Photoshop, Chartbeat, Adobe Analytics, Monday, Facebook, Instagram, Twitter, Pinterest, Hootsuite, FTP, CBC Style Guide

EXPERIENCE

Morning Show Host – Stoke FM

Revelstoke, B.C.

June – September 2015

·Hosted live on-air, interviewed guests, produced lifestyle segments, introduced social media plan

On-Air Reporter – *Local Connection*, Shaw Access Programming

Vancouver, B.C.

April 2014 – February 2015

·Researched, pitched, chased, scheduled shoots, interviewed on-camera, edited Local Connection video, assisted behind-the-scenes and as camera operator for four in-studio shows and one on-location

INTERNSHIPS

CBC's Q

Toronto, Ont.

July – August 2014

·Pitched, chased, interviewed and produced counter sources, edited audio, wrote articles, managed social

Global National

Burnaby, B.C.

August – September 2014

·Pitched, researched, sourced visuals for broadcast, email, answered tip calls

Toronto Standard

Toronto, Ont.

January – March 2013

·Pitched and produced daily articles, feature stories, communications and copy for event posts

EDUCATION

Master of Journalism

University of British Columbia

2013 – 2016

Diploma, Fashion Marketing and Merchandising

Academy of Design at RCC Institute of Technology

2010 – 2012

BA, Drama

Queen's University

2007 – 2010

Bilingual Diploma, International Baccalaureate Diploma

Toronto French School

Graduated 2007

References available upon request.

Please visit my website for my portfolio and more at www.hallaek.com