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**Skilled with:** Premiere Pro, Photoshop, Meta Business Suite, Chartbeat, Adobe Analytics, Monday, YouTube, Instagram, Facebook, Twitter, Pinterest, Hootsuite, FTP, CBC Style Guide

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## EXPERIENCE

### Producer, Digital – CBC Kids

Toronto, Ont.

May 2017 – present

#### Discoverability, Outreach and Engagement

- Social producer for newly formed D.O.E. team; focusing on Instagram and YouTube
- Main producer for CBC Kids YouTube channel and Instagram Reels, sole producer for YouTube Shorts
- Working with the Senior Producer to develop and execute a strategy for our third-party offerings
- Duties include: pitching, producing, shooting, editing, packaging, scheduling, creating and editing copy, managing stats, directing in-studio, on-location and on Unity, giving feedback on all content
- Produced, co-wrote, co-led and created content for big-production Facebook Lives such as Halloween Spooktacular, Kindie Grad 2020 and Kindie Grad 2021 (which I also directed)
- Won a Canadian Screen Award for Best Live Production, Social Media in 2021 for Kindie Grad 2020, which garnered over 56K views
- Latest development project: assisting Swin Chang in production of new series *Bestest Day Ever*

#### CBC Kids and CBC Parents websites

- Pitched, produced and created written and video content, and worked with/edited contributors for both sites
- 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 shot over two days
- Produced, wrote, directed, edited 10 CBCKids.ca gameplay videos to create Mr. Orlando's Gaming Station

### Associate Producer, Digital – CBC Kids

Toronto, Ont.

August 2016 – May 2017

- Produced, directed, edited YouTube and social videos shot in-studio and on-location at outreach events
- For CBC Kids rebrand, created, led, directed and produced hosts' and puppets' weekly vlogs; our top video at the time garnered over 14K views
- Aided with digital launch of *Snapshots*, managed legal, copy and implementation of associated contest
- Created content for CBC Kids and CBC Parents sites and managed contributors

### 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

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## **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

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## **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

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## **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

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**References available upon request.**

Please visit my website for my portfolio and more at [www.hallaek.com](http://www.hallaek.com)