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I'm afflicted with the 'need to know' disease. This thirst for knowledge left me with no choice, but to work in media.

Since 1996, I've been fortunate to have the opportunity to use my initiative attain a wide breadth of work and life experiences.

I brought my tenacity and talent as a radio and TV journalist/presenter/voice-over artist from Canada to the UK in 2008. Bristol was my first UK home, but moved to London in 2011.

My first roles were in radio presenting, but found myself taking in more responsibilities, including S&P, copy-writing, production and voice-overs.

To combine and enhance all of my industry experience, I completed the two-year Advertising and Public Relations Diploma at Lethbridge College.

In May 2001, I went back into radio with a presenting role at Edmonton's EZ-ROCK FM. My next move was to Calgary in May 2003, as community events reporter for 96.9 JACK-FM and then presenting on The Peak 107.3.

In 2005, I enrolled in the Broadcast News program at SAIT in Calgary. This included two years of hands-on experience writing, interviewing and broadcasting for radio and TV.

I completed with honors in 2007, and worked as TV and radio journalist for CHAT in Medicine Hat. Opportunity to cover hard and soft news, sports and investigative stories. In February 2008, I moved to Bristol with a five-year UK ancestry visa valid until 2013.

UK Journalism /PR Experience

-National Council for Training Journalists-Media Law Certificate Program -Distinction

-Member of the National Union of Journalists

-Set-up as a sole trader

-Freelance reporting with BBC Radio Bristol

-Completed mandatory 3-day BBC online training courses for new starters

-Sourced, booked, interviewed, and edited stories using ENPS

Freelance PR Assistant McCann Erickson Bristol

-Copy writing and editing

-Researching targeted sources to promote clients

-Selling of stories to journalists via phone and email

-Clipping articles to use for social media campaigns

Radio/TV Work Experience Listing By Date:

<u>BBC Radio Bristol</u>	Reporter	Bristol, UK	Sept 2010
<u>CHAT TV/Radio</u>	Reporter	Medicine Hat, AB	Feb 2007-Mar 2007
<u>103.5 The Core</u>	Reporter	Calgary, AB	Sept 2006-April 2007
<u>Telus</u>	Channel Marketing Rep	Calgary, AB	Mar 2005-Sept 2005
<u>Consumer Impact Marketing</u>	Promotions Rep	Calgary, AB	Nov 2004-Jan 2005
<u>Decade 90 Exclusive Events</u>	Event Planner	Calgary, AB	May 2003-Aug 2003
<u>The Peak 107.3/Q107</u>	Presenter	Calgary, AB	Aug 2004-Mar 2003
<u>EZ Rock 104.9</u>	Presenter/Events Rep	Edmonton, AB	May 2001-July 2002
<u>Country 95/93.3 The Hawk</u>	Presenter/Sales	Lethbridge, AB	Jan 2000-Jan 2001
<u>93.3 CJOK/KYX 98</u>	Presenter	Fort McMurray, AB	Apr 1998-June 1999
<u>CJXX AM</u>	Presenter	Grande Prairie, AB	Jan 1997-Mar 1998

- S&P -Organization, budgeting and scheduling of promotions, station and community events
- Community Relation representative- responsible for sourcing and hosting events to reach station demographics from initial contact to event wrap up
- Presented radio shows on various formats-Rock, Pop, Country, Easy-listening, and talk show
- News reading, news writing and live on location reporting
- Interviewed and presented own weekly music magazine show
- Outside broadcasts, public appearances and emcee duties
- Voice-tracking and pre-recording shows
- Researching, producing, scripting and lining up guests for various shows
- Voicing of client advertisements and station promos
- Created press releases, media kits, newspaper ads, business letters, leaflets, and website
- Writing of innovative radio and television ads for clients

Education

Cinema, Television Stage & Radio, Broadcast News Diploma 2 Year Program
Southern Alberta Institute of Technology Calgary, Alberta, Canada

Advertising & Public Relations Diploma 2 Year Program
Lethbridge College Lethbridge, Alberta, Canada
Training includes event planning, researching and writing of newspaper articles, selling of ad space via face to face interaction, media kits and press releases, marketing, & graphic design

Radio & Television Arts Diploma 2 Year Program
Northern Alberta Institute of Technology Edmonton, Alberta, Canada
Equivalent to a BTEC-Training included marketing and promotions skills and along with creative writing

Advanced High School Diploma
Two Hills High School Two Hills, Alberta, Canada
Equivalent to 5 A-Levels-Math, Chemistry, Biology, English, History and 12 GCSE

UK Office Work Experience (All roles Temporary)

SW Public Health Observatory Data Entry Specialist Bristol Feb 11-May 11

- Sorting and collating hundreds of hard copies into an orderly system
- Testing of initial database to source issues before system went 'live'
- Entry and checking of complex and dense forms with confidential medical info and terminology

Engaging Faces On-going part time Beauty Rep Bristol Nov 09-Dec 10

- Engaging with potential and existing clients to promote brands in Harvey Nichols such as Laura Mercier, Sisley, Yves St. Laurent, Elemis, Crème de le Mer & Shu Uemura
- Worked effectively alone and as part of a team to drive sales and meet targets

Skills for Health Mktg & Comms Project Co-ordinator Bristol Jan10-Mar 10

- Project lead for a pilot programme to construct a centralized national database
- Liaised with Regional Directors and numerous external contacts to gather feedback and establish needs
- Used initiative to identify new contacts sources to expand target audience
- Created a system to sort and compile data and research
- Sourced possible long term database solutions to track internal and external communications
- Drafted regular reports to senior level staff to ensure the ever-evolving project remit achieved
- Identified and escalated short-term and long-term issues requiring further action
- Filtered and formatted contacts from all regions/countries into consistent, usable template

Buiding Design Partnership Receptionist Bristol Oct 09-Dec 09

- Extensive diary and travel management, couriers, lunches and equipment
- Post, petty cash and other ad hoc duties

U of Bristol-Medicine and Dentistry Exec Assistant Bristol May09-Sept 09

- Able to learn new software and filing system quickly to start role immediately
- Assisting clients on the phone, email, and face-to face
- Prioritizing workload to ensure office ran smoothly including ensuring teaching seminars were organized and went off as planned (room booking, refreshments, invoicing, info packets)
- Ad-hoc administrative duties for department including team of 4 tutors
- Responsible for petty cash as well as payment and tracking of invoices and expenses

NHS-Public Health Team Asst (7people) Bristol Nov 08-May 09

- Provided administrative support to a large team including senior managers
- Organized two-day training event for 120 health visitors from initial concept to wrap-up
- Planned other events and training days-includes sourcing venues, booking catering and audio visual equipment, creating invitations and mail merging
- Used initiative to create efficient systems for tracking on-going programs
- Able to quickly learn new software program and filing systems
- Had to input and track with sensitive and highly confidential records
- Creating presentations, flyers, letters & press releases using Word, Power Point and Publisher
- Diary and database management using Outlook, Excel