



# FLORA PAN

**Communications specialist**

226-700-6479

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## Key Capabilities

**Creative storyteller for a multitude of platforms**

**Strong conceptualization and execution skills**

**Organized and flexible for project follow-through**

## Skills

### **Media production**

- Adobe Creative Suites
- AVID Media Composer
- Audacity
- Hindenburg
- Canva
- iMovie

### **Content creation/curation**

- Wordpress
- Wix
- Squarespace
- HTML/CSS
- Google tools
- MailChimp
- Raiser's Edge
- Ontraport
- Hootsuite
- Tweetdeck
- Buffer

### **Measurement/reporting**

- Adobe Analytics
- Google Analytics
- Sprout Social

### **Languages**

- Cantonese
- Mandarin
- Basic Korean

### **Links**

- [Portfolio/Twitter/Blog](#)

## Education

### **Master of Media in Journalism & Communication**

*Western University* | 2017

- Mary Helen Sweeney Scholarship

### **Bachelor of Science, honours specialization in biology**

*Western University* | 2016

- Bennie and Shirley Bradshaw Award in Science
- Laurene Paterson Estate Scholarship

## Experience

### **Reporter/Editor, Associate Producer**

*CBC News* | 2017 - 2019

- Pitched ideas, conducted rigorous research and strong interviews to write engaging stories
- Co-developed social media strategy and implemented improvements to see increase in engagement
- Managed and moderated online conversations using the CBC News brand voice
- Developed website and social media analytics reporting protocols to inform editorial decisions

### **Content Creator and Strategist**

*Flora Pan Creative Services* | 2016 - Now

- Develops social media strategies and retention email marketing plans
- Writes copy for materials such as newsletters, social posts, blog posts and e-books
- Designs website banners, infographics, logos using Adobe Photoshop and InDesign

### **Digital Marketing Communications Associate**

*effect:hope* | May - Aug 2014, April - Sept 2016

- Told engaging stories about beneficiaries and the brand on a number of platforms, including videos
- Implemented fundraising campaigns by writing copy, creating social media toolkits and designing graphics
- Led multiple website re-design projects by designing wireframes and executing changes on Wordpress

### **Communications Assistant**

*Western University* | 2013 - 2014, 2015 - 2016

- Managed content for 17 department websites
- Analyzed and reported website traffic, user behaviour