

# FLORA PAN

Multimedia journalist

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## SKILLS

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### Production

iNews  
Polopoly  
DALET  
Marantz  
Adobe Photoshop  
Sony TV Camera  
AVID Media Composer  
Adobe Premiere  
iMovie  
Audacity  
Hindenburg

### Social media

- Twitter, Facebook, Instagram and Snapchat
- Maintains strong social presence in the field

### Language

- Cantonese and Mandarin
- Basic Korean

## EDUCATION

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### Western University

*Master of Media in Journalism and Communication / 2017*

- Mary Helen Sweeney Scholarship

*Bachelor of Science, Honours specialization in biology / 2016*

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

## EXPERIENCE

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### Journalist (Associate Producer & Reporter/Editor)

*CBC Kitchener-Waterloo & Hamilton / May 2017 – Now*

- Collects material as field reporter, including sound, photos and video, while having presence on Twitter
- Writes concise copy for online and makes use of integrated media while adhering to CP style
- Edits online stories for content, grammar and style
- Curates website and social media feeds, reports on assignment and edits copy while working solo
- Produces paks and ftr with a strong narrative arch
- Chase produces for radio by booking guest with persistent spirit, pre-interviewing and writing greens

### Content Development & Marketing Coordinator

*TactiBrand, Inc. / Oct. 2016 – April 2017*

- Managed social media accounts for company spokesperson and clients to heighten brand awareness
- Wrote branding and marketing content for e-books and edited blog posts for grammar and style

### Digital Marketing Communications Associate

*effect:hope / April 2016 – Sept. 2016*

- Executed a Mother's Day campaign using media pitches, fundraising emails and social media posts, raising \$14,000
- Edited fundraising videos, with two bringing in \$1,975
- Wrote extensively on neglected tropical diseases and their effects on beneficiaries, capturing an average open rate of 34 per cent for a bi-monthly newsletter
- Designed and built responsive pages in Wordpress

### Communications Assistant

*Western University / Sept. 2015 – April 2016*

- Assessed webpage performance using Google Analytics and wrote a comprehensive report with analyses and recommendations for the future
- Designed event invites and presentation slides in accordance with style guide using Adobe Photoshop