

FLORA PAN

Multimedia storyteller

226-700-6479 • floratpan@gmail.com • florapan.org

SKILLS

Production software

Photoshop
InDesign
AVID Media Composer
iMovie
Audacity
Premiere
After Effects

Production equipment

DSLR
Mobile phone rig
Sony TV Cameras
Lighting

Content management

- Wordpress
- Mailchimp
- HTML & CSS
- Hootsuite
- Tweetdeck

EDUCATION

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

Multimedia journalist

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 radio segments with a strong narrative arch

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

- Edited fundraising videos from existing footage, with two bringing in \$1,975
- Designed and built responsive pages in Wordpress, along with required graphics
- Executed a Mother's Day campaign using media pitches, fundraising emails and social media posts, raising \$14,000
- Created fundraising one-pagers distilling programming details and budgets for major donors

Communications Assistant

Western University / Sept. 2015 – April 2016

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