

# Adam Swimmer

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## Summary

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Experienced editor and writer in newspapers and online media, with an education in film and print journalism.

## Skills

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- Content and copy editing
- Writing and reporting
- WordPress knowledge
- Understands SEO principles
- Analytics tracking
- Social media management
- Photoshop knowledge
- MS Office proficiency

## Education and Training

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### Post-Graduate Certificate

Centennial College

Toronto, ON

Journalism, 2003

- Training in all areas of journalism but with a specific focus on print
- Awarded Centennial Challenge Scholarship
- Received Sheila Troja Memorial Award for Excellence in Page Design

### Bachelor of Arts

York University

Toronto, ON,

Film, 1999

- Specialized training in film theory and screenwriting
- Honours thesis: The Day the Movie Died: A Critical Look at the Films of Edward D. Wood Jr.

## Experience

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### Toronto Sun

*Web Editor | Toronto 2018 to 2020*

- Edited, posted and curated national online content in for the Sun and Canoe.com
- Provided national, international and local Toronto news reporting for both online and print as needed
- Managed multiple social media accounts and tracked content with Google Analytics and Chartbeat
- Wrote tech news and reviews for Canoe.com and Postmedia's newspaper properties online

### Postmedia

*Producer | Toronto 2016 to 2017*

- Oversaw national content for the Suns, small-town community papers' sites and Canoe.com
- Edited news and technology content for online consumption and built packages (of galleries, videos other content) around stories of national interest
- Wrote articles for the sites, both rewrites and original content, such as gadget reviews and news stories
- Trained other editors how to use the various content management systems and provided initial tech support

### Sun Media

*Senior National Online Editor | Toronto 2011 to 2016*

- Managed Sun Media's national news, tech and health content online, building packages to enrich reader experience
- Incorporated social media and user-generated content to facilitate a dialogue with the public
- Troubleshoot technical issues for local online editors

### Sun Media

*Associate National Online Editor | Toronto 2008 to 2011*

- Curated national content for Sun Media's publications online
- Sat on a committee which provided business requirements for a new content management system and was heavily involved in both the testing of the resultant CMS and the training of the other editors on it
- Wrote a weird news blog and reviewed phones for a tech blog