

ROSE DANEN

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Toronto, Ont.

[Portfolio of My Work](#)

CAREER OBJECTIVE:

Passionate freelance journalist looking to apply my print, audio and video journalism skills in a professional newsroom where I can create stories that bring communities together.

EDUCATION:

Bachelor of Journalism, Minors in Sociology and Political Science
Carleton University, Ottawa, Ont.

2018-2022

SKILLS AND EXPERIENCE:

Print Journalism

- Pitching, researching, and gathering sources for strong stories on a variety of topics, including community news, policy, sports, social inequality, arts and culture, and breaking news
- Writing and packaging in-depth written stories for print, social media and digital news platforms that meet Canadian Press style and tight deadlines
- Experienced in photography, using a professional camera and photo editing software
- Experienced in creating multimedia pieces for online news using programs such as Canva, WordPress, ARC, and Polopoly

Audio Journalism

- Collecting sound, recording interviews, and editing clips together for audio news and podcasts
- Writing and packaging concise and engaging audio stories for radio news
- Professionally trained in public speaking and can speak in front of a microphone confidently
- Experienced in using audio equipment, as well as Adobe Audition, Audacity and Dalet

Video Journalism

- Independently collecting and editing together b-roll, interview clips and on-camera look lives to create cohesive video story packages for TV
- Well-versed in using social media and creating visual content for multiple platforms
- Experienced in using video equipment, as well as Adobe Premiere Pro and Adobe Rush

RELEVANT WORK EXPERIENCE:

Development Officer, Annual Giving

March 2023 – Present

The Walrus – Toronto, Ont.

- Project-managed multi-channel annual giving campaigns that acquire and retain donors for a non-profit journalism magazine
- Developed compelling written copy and key messaging that leveraged news initiatives and journalistic values to drive readers to donate to The Walrus
- Analyzed fundraising and campaign data, implementing strategies for increased donor acquisition and retention
- Planned and executed successful fundraising and stewardship events, including the annual fundraising gala with over 300 guests

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Reporter

June 2022 – August 2022

CBC North – Yellowknife, N.W.T.

- Chased and reported daily stories for Yellowknife and its surrounding Indigenous communities
- Put together cohesive, in-depth stories for web, including writing, photos, in-depth research, embeds and a variety of sources
- Wrote and recorded engaging scripts for TV and radio programming, including CBC Northbeat
- Regularly filled in for the Current Affairs radio team, finding guests and prepping greens
- Reported in the field, collecting photos, video and audio to be used on multiple platforms

Podcast Intern

March 2022

The Decibel, The Globe and Mail – Toronto, Ont.

- Produced interesting and engaging podcasts for national interest with minimal guidance
- Conducted thorough background research to aid team members in preparation for interviews
- Conducted pre-interviews with potential guests and created the question line for the host
- Regularly scanned the news for story topics and participated in the pitching of episode ideas
- Transcribed and edited interviews and host recordings for clarity, time, continuity and impact
- Learned to use podcast creation software such as Trint, Talk Sync, and Riverside.fm

Journalist

May 2021 – September 2021

The Wilmot-Tavistock Gazette – Tavistock, Ont.

- Produced six written news stories per week for two community newspapers for print and online
- Attended and reported on local community events and township council meetings
- Sought out and interviewed influential community members to create engaging profile stories that celebrated their contributions to their community
- Actively engaged with the communities I was reporting on through social media by posting and sharing community updates and news
- Developed radio host skills through mentorship for the newspapers' adjacent radio station

OTHER RELEVANT EXPERIENCE:

Vice President Internal/ External

April 2021 – April 2022

Journalism Society of Carleton – Ottawa, Ont.

- Facilitated networking and learning opportunities for Carleton Journalism students
- Collaborated with Ontario news organizations to provide publication opportunities for students
- Promoted journalism events and learning opportunities organized by the society

Volunteer Writer

April 2020 – April 2022

The Charlantan – Ottawa, Ont.

- Attended campus events, interviews students, and reports on campus news
- Volunteered as a writer for the newspaper's op-ed section to advocate for student issues

Volunteer

September 2021 – December 2021

Herongate Tenant Coalition – Ottawa, Ont.

- Conducted a research project on the racialized, low-income neighbourhood of Herongate as a case study on the link between demovictions, financialized landlords, and gentrification
- Led the creation of a social media/ email campaign which successfully increased public awareness on the issue and raised funds for the Herongate Legal Defence Fund