

Hello, I'm **Alessandra Cayley,**

Nice to meet you. I'm a **Brazil-born, Thornhill-based journalist** with a diverse professional background, including roles as a producer, production coordinator, and social media ambassador. Alongside journalism, I've ventured into finance, sales and entrepreneurship, acquiring valuable transferable skills, such as a lifelong passion for data and proficiency in MS Excel. Throughout my career, I've been fortunate to work on assignments aimed at Brazilian audiences, keeping my native language sharp and up-to-date. I'm a Leo, a mother and an immigrant — needless to say, tight schedules and deadlines don't scare me at all.

Skills

- Data analysis
- Editing
- Research
- Social media content writing
- Source screening and interviewing
- Website design

Tools

- CoSchedule
- Flourish
- MS Excel
- Ms Word
- OSINT tools
- QGIS
- WordPress

Work featured in

- BBC Brasil web portal
- ELLE Brasil magazine
- O Estado de São Paulo newspaper
- Viagem e Turismo magazine
- Viagem e Turismo travel guides
- Toronto Star newspaper
- Toronto Sun newspaper

Education

JOURNALISM

2001 | BACHELOR IN SOCIAL

COMMUNICATIONS AND JOURNALISM

Universidade Bandeirante, SP, BR

Experience

2014 – PRESENT

ADMINISTRATOR/OWNER

GTA TRANSMISSION REPAIR CORP. | Toronto, CA | www.gtatransmission.ca

This is the family business, an automotive transmission repair shop built by my husband and me from scratch. The perfect road to test-drive my knowledge and skills, journalism-related or not. Tools that have helped me to navigate through red tape and legalities, handle invoicing and bookkeeping, foster and nurture partnerships and client relations. All while designing the shop's website, feeding social media accounts and crafting Google Ads campaigns.

2016 – 2020

SOCIAL MEDIA AMBASSADOR BRAZIL MARKET

DESTINATION TORONTO (FORMERLY TOURISM TORONTO) | Toronto, CA | www.destinationtoronto.com

Helped shape the role from the ground up by participating in staff meetings, researching potential demographics and writing curated content in Brazilian Portuguese. Throughout the project, created over 3,000 blog and social media posts showcasing Toronto's cultural, gastronomic and social scenes — from the city's iconic landmarks to places known only to seasoned locals. Giving the audience a real sense of Toronto and its surroundings, covering major tourist events in the city, such as Nuit Blanche and Toronto Christmas Market, and providing live updates on Facebook and Twitter.

Due to the COVID pandemic, the company made the decision to remove all foreign language content from their website. For portfolio purposes, I have retained a significant portion of the blog posts in PDF form.

2010 – 2014

TRAFFIC COORDINATOR

BNN TV CHANNEL | BELL MEDIA | Toronto, CA

The job of a TV traffic coordinator is to ensure that the correct commercial is broadcast in the right segment, adhering to the advertiser's specifications, avoiding discrepancies and potential loss of revenue for the network. It involves efficient liaison between the coordinator and marketing agencies, clients and coworkers, as well as a tried-and-true work routine to meet tight deadlines. During my time at Bell Media, I had no discrepancies to report with my accounts.

Education cont.

2007 | CANADIAN JOURNALISM FOR
INTERNATIONALLY TRAINED WRITERS
Sheridan College, Oakville, CA

INVESTIGATIVE JOURNALISM

JUNE 7-28/2023 | DIGITAL INVESTIGATIONS:
OSINT FOR JOURNALISTS AND ACTIVISTS
Escola de Dados/ABRAJI

JUNE 12-JULY 16/2023 | ADVANCED DIGITAL INVESTIGATIONS

Knight Center for Journalism in
the Americas

MAY 2023 | HOW TO INVESTIGATE
REMUNERATIONS IN THE JUSTICE SYSTEM
Transparência Brasil/Dados
JusBr/ABRAJI

MARCH 20-APRIL 27/2023 |
ENVIRONMENTAL DATA JOURNALISM:
TRACKING DEFORESTATION IN THE
AMAZON
Knight Center for Journalism in
the Americas

ENGLISH GRAMMAR

MARCH-MAY 2023

- CLARITY IS KEY: MAKING WRITING CLEAN
AND CONCISE
- CLEANING YOUR COPY: GRAMMAR, STYLE
AND MORE
- FUNDAMENTALS OF EDITING
- GETTING IT RIGHT: ACCURACY AND
VERIFICATION IN THE DIGITAL AGE
- HOW TO SPOT MISINFORMATION ONLINE
- LANGUAGE PRIMER
- THE ART AND SCIENCE OF EDITING
Poynter Institute

Personal and professional
references available upon request.

Thanks for the opportunity.

Experience cont.

2008-2009

ADVERTISING COORDINATOR

ELLE CANADA MAGAZINE | TC MEDIA | Toronto, CA

Another rewarding experience as a traffic coordinator, this time with one foot in Sales and the other in Editorial. While trafficking an average of 120 advertising pieces per issue, I optimized the company's sales report generation by replacing a multiple-page database printout for a single-page Excel spreadsheet, reducing paper waste by 95%. Additionally, I also revamped the weekly sales forecast by replacing manual calculations with dynamic templates, eliminating inconsistencies and duplicate work.

2007

INTERN REPORTER

CITY TV NEWS AT 6 | CITY TV | Toronto, CA

On my first day, I produced the evening's lead story on Toronto's Greek community grieving over deadly fires. Throughout the internship, I conducted several off-camera interviews, voiced-over by staff reporters.

2001-2003

PRODUCTION COORDINATOR | PRODUCER

CNT DAILY NEWS | CENTRAL NACIONAL DE TELEVISÃO | São Paulo, BR

As a production coordinator, I daily deployed three teams of reporters and camera operators to the streets of São Paulo, providing everything needed to bring back compelling stories to the newsroom. As a producer, I conducted research on current events in national politics and the economy, pitching relevant stories and news segments during daily meetings with the editor in chief. On average, I produced two to three stories per day.

Conferences Attended

2023

- ABRAJI - INTERNATIONAL CONFERENCE OF INVESTIGATIVE JOURNALISM - SÃO PAULO, BR
- NICAR - INVESTIGATIVE REPORTERS AND EDITORS (IRE), NASHVILLE, U.S.

2022

- ISOJ INTERNATIONAL SYMPOSIUM OF ONLINE JOURNALISM - KNIGHT CENTER FOR JOURNALISM IN THE AMERICAS - UNIVERSITY OF TEXAS, AUSTIN, U.S.