

Bigoa Machar
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SKILLS

Internet and Web Development

Created and managed online content and social media for both the Reflector and the Calgary Journal

Writing and Editing

Edited and revised submissions made to the Reflector for the online and print versions of the publication

Microsoft Office and Adobe Suite

Created different activities and presentations with a variety of Microsoft and Adobe applications for the Human Rights & Diversity office at Mount Royal University and The Reflector

EDUCATION

Bachelor of Communication-Journalism — Mount Royal University, Calgary, AB.

Anticipated Graduation Date: June 2018

EXPERIENCE

Publishing Editor, The Reflector; Calgary, AB. — March 2016-Present

- Operated Adobe Creative Suite tools like InDesign, Illustrator and Photoshop to create a visually appealing and easy to read newspaper every two weeks
- Led a team of six other editors in creating and editing content for both the print and online editions of the publication, including checking for quality and ensuring deadlines were met
- Mastered using these tools quickly and efficiently to ensure the publication met the bi-weekly printing deadline
- Restructured the publication's database from a local server to Google Drive for better file management and increase workflow

News Editor, Calgary Journal; Calgary, AB. — January 2017-Present

- Collaborated with other section editors to meet the bi-monthly print deadlines were met
- Vetted and edited stories submitted by reporters to meet the publication's quality standards

Living, Voices & Profiles Editor, Calgary Journal; Calgary, AB. — September 2016-December 2016

- Actively worked with contributors to ensure their stories met the publication's quality and timely standards
- Curated Facebook posts and tweets designed to bring a larger following to the publication's social media pages and market the newspaper further
- Conducted research for the publication on social media interactions and what made a strong post for Facebook and Twitter, which lead to an increased interactions over a three-month period

Arts/Entertainment Editor, The Reflector; Calgary, AB. — March 2015-March 2016

- Launched a new social media initiative to market the newspaper and it's content on Facebook and Twitter, which doubled the publication's tweet impressions within the first month
- Covered concerts and profiled musical acts that came through the city, including red carpet coverage of the 2016 Juno Awards in Calgary

VOLUNTEER WORK

Peer Diversity Educator, Human Rights & Diversity Office of Mount Royal University; Calgary, AB.

- Educated students about the importance of cultural diversity and awareness on campus by leading different activities and presentations in cooperation with other volunteers using Microsoft Word and Adobe Suite applications
- Helped found the 'Humans of MRU' Facebook page in order to share the stories of various students across campus

REFERENCES AND PORTFOLIO

Available upon request