

Holly McNeill

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EXPERIENCE

CBC Sports, Toronto — Associate Producer

February 2017 - PRESENT

Responsible for selecting and creating daily social media content for all three CBC accounts within the sports department, and across all platforms (CBC Sports, CBC Olympics, and Hockey Night in Canada).

Lead on overnight shift for the 2018 Winter Olympic Games supervising the sponsored content associate producers as well as writing, editing and posting sponsored content on social media (both written and video).

Edit images and video for social media channels.

Toronto Observer, 2016 Rio Paralympics — Writer/Reporter

September 2016

On the ground in Rio De Janeiro to cover the Paralympics for Centennial College, and the Toronto Observer as one of 15 who were chosen after an interview process to join the trip to Brazil.

Covered a variety of different events, which included, interviewing the athletes and producing at least one story for each working day.

Responsible for all the research and organization of the daily event you were assigned, or had requested.

LCBO, Toronto — Customer Service Representative

September 2011 - Present

EDUCATION

Centennial College, Toronto — Graduate Certificate, Sports Journalism

January 2015 - January 2016

York University, Toronto — Honours BA, Law and Society

September 2008 - September 2013

References

Tanya Casole-Gouveia, Social media lead, CBC Sports B: (416) 205-6593 C: (416) 825-7972, E: tanya.casole-gouveia@cbc.ca

Tony Care, Senior writer, CBC Sports B: (416) 205-8571 C: (416) 918-6452 E: tony.care@cbc.ca

Trevor Wilker, Producer Branded Content, CBC Sports B: (416) 205-7017 C: (647) 535-3527 E: trevor.wilker@cbc.ca

SKILLS

Writing for print media, digital media, social media and, radio and podcasts.

Imaging with Nikon D7000 and Nikon D70 cameras.

Comfortable with Wordpress content management systems

Trained in Premiere Pro

Skilled with Microsoft Word and PowerPoint

Extremely comfortable leading groups of people.

Able to work independently and on a deadline.

LANGUAGES

English

