

Jeff Fraser Content Specialist

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Qualifications

- **7 years of experience** in writing, editing, and content management at theScore Media, Rogers Media, CBC and other media companies
 - **Formal training** in journalistic writing, grammar, copy editing and AP style
 - **Multimedia expertise** covering mobile, social, video and infographic content
 - **Technical fluency** with Wordpress and similar CMSes, web analytics, social publishing, Adobe Creative Cloud (InDesign, Photoshop, Illustrator) and HTML/CSS
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Key Work Experience

theScore Media | Supervising Editor

2016 – 2017 | Toronto, ON

- Managed a staff of 7 full-time writers in a fast-paced online newsroom serving a mobile-first millennial audience
- Assigned, copy edited and published between 5 and 15 news articles each day
- Monitored social media, press releases and audience analytics for news and trends
- Guided and gave feedback to staff writers on long-form and video content

Marketing Magazine (Rogers Media) | Staff Writer

2013 – 2016 | Toronto, ON

- Created, launched and produced content for a weekly technology newsletter targeted at brand marketing executives and advertising agencies
- Produced multiple content items daily, ranging from tech explainers, to interviews with industry leaders, to well-researched cover features
- Planned content for live events and headed multimedia projects like our Tech Player of the Year Award and Canadian Digital Media Landscape infographic

CBC News | Online Video Content Assistant

2013 – 2014 | Toronto, ON | cbcnews.ca

- Selected newsworthy video segments from CBC New Network (TV channel) to post to CBCnews.ca (online)
- Managed video content on CBCnews.ca news and video hubs
- Created headlines, slugs, captions and keyword tags for video content

Additional Work Experience

Position	Organization	Year
Infographic Designer	Canadian Centre for Policy Alternatives	2012-2014
Editorial Assistant	Lexpert Magazine (Thomson Reuters)	2012-2013
Assistant Web Editor	The Globe and Mail	2012
Web Editor	TheMarkNews.com	2011
Editor-in-Chief	Queen's University Yearbook & Design Services	2009-2010

Education

Master of Journalism | Ryerson University | 2011–2014

- **Seymour Schulich Graduate Scholarship in Financial Journalism**
\$25,000 scholarship awarded to a Ryerson student showing promise in financial journalism

Bachelor of Arts (Honours) Philosophy, Mathematics | Queen's University | 2006–2011

- **Graduation with distinction**
Awarded to students graduating with a cumulative weighted average above 80.0 per cent

Intro to Web Development | BrainStation | 2016

- 6-week course covering basic experience design in HTML, CSS and JQuery
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Awards

Winner, Magazine of the Year | Canadian Business Media Awards | 2015

- As member of Marketing Magazine's editorial team

Honourable Mention, Best Company Profile | Canadian Business Media Awards | 2014

- For my article "Family Matters: The Casale Media Story" in Marketing Magazine

Honourable Mention, One-of-a-Kind Article | Canadian Business Media Awards | 2013

- As member of Marketing Magazine's writer team on our "30 Under 30" series
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References | Phone contact available on request.

David Thomas Editor-in-Chief, Moneysense | fmr. supervisor at Rogers Media

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Jeromy Lloyd Digital Editor, Strategy Magazine | fmr. supervisor at Rogers Media

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Armine Yalnizyan Chief Economist, Canadian Centre for Policy Alternatives | contract employer

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