

ERIC STOBER

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CAREER

Documentary Journalist, 28.11 Productions

September 2024 - December 2024

- Selected, chased and interviewed sources to appear as experts in the film
- Created comprehensive research notes, including citations and graphs, to inform film's narrative
- Gave journalistic feedback to director and producer to guide film's narrative and ensure accuracy
- Co-ordinated availability and filming locations with sources and production team

National Online Journalist, Global News

August 2018 - June 2024

- Pitched and wrote engaging news stories, features and explainers
- Covered breaking news quickly and accurately to gain competitive edge over other platforms
- Used audience data to tailor pitches to their interests, finding new angles to drive stories forward
- Wrote enticing social media posts on Facebook and X to gain readership
- Packaged stories in Wordpress using SEO best practices and with a compelling, original headline
- Used keen news judgment to select and publish national news wires of significance
- Interviewed sources professionally and built contacts in multiple industries/academic institutions
- Co-ordinated content with managers and co-workers using clear communication
- Worked efficiently under pressure to always meet tight deadlines
- Chose photographs and visuals that best represented stories and drew readers in

Reporter, Post City Magazine

May 2018 - November 2024

- Wrote articles, features and columns on Toronto real estate and politics
- Built relationships with city councillors, real estate experts, BIAs and resident associations

Copy Editor, Global News

March 2018 - March 2023

- Edited articles with a strong attention to detail for spelling, grammar, accuracy and CP style
- Communicated any concerns to reporters and ensured they were addressed

Writer, Greencamp.com

November 2018 - March 2020

- Wrote features, profiles, columns and news articles on Canada's emerging cannabis industry
- Monitored industry trends and pitched unique angles to fill an editorial calendar
- Produced and co-hosted a video podcast that included talent and location sourcing, budgeting
- Wrote sponsored content that balanced editorial integrity and advertiser's needs

Content Editor, Toronto Star

February 2017 - August 2017

- Wrote punchy headlines and abstracts for the Star Touch tablet app to engage readers
- Co-ordinated visuals with designers to create an aesthetically pleasing final product

EDUCATION

Queen's University, Bachelor of Arts Honours

2008 - 2012

- History major, Philosophy minor
- Third year exchange student at the University of Leeds in Leeds, England

HOBBIES/INTERESTS

Writing, chess, boxing, meditation, espresso, art, music, cycling, baseball