



MAKAYLA CAMPBELL

MEDIA PRODUCER & WRITER | PORTFOLIO:

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EDUCATION

BACHELOR OF ARTS • RYERSON UNIVERSITY SCHOOL OF MEDIA: MEDIA PRODUCTION • 2019 - 2022

BACHELOR OF JOURNALISM • CARLETON UNIVERSITY • 2017 - 2019

Communication Skills

- Screenwriting
- Expert Customer Service (4+ years)
- Interpersonal Communication/Strong Written and Verbal Communication.
- Intermediate Journalistic Research; interviewing, reporting, writing & editing, recording, photography, & videography (2+ years)
- Broadcasting & Podcasting
- Blogging

Technical Skills

- Certified in Single Camera Production by RTA
- Learned the fundamentals of multimedia storytelling
- Rapid prototyping for campaigns
- Work well under pressure and can easily meet tight deadlines
- Data visualization, management and organization on multiple programs
- Host & Audio Producer • *Black Hour* Radio Show • SpiritLive Radio • Ryerson University
- Grant Writer & Volunteer • *Hey Black Girl!* Empowerment Group
- Emphasis on research
- Capable of attaining data or research to support any definitive claims.
- Video editing on multiple programs (Pro Tools, Audacity, Premiere Pro, etc.)
- Certified in Multi-Camera Production by RTA
- Knowledge of the technical and operational studio production tools & in operating audio equipment and software.
- Social Media Management; storytelling, editing and publishing photographs, audio, video and interactive materials for journalistic purposes using social media.

EXPERIENCE

Editorial Assistant • CBC News • 08/2020 - PRESENT

As an Editorial Assistant, I provide support to our newsroom team by performing news gathering and production support duties such as answering calls from our audience, gathering information from various sources on developing stories, printing scripts for news readers and running prompter in the control room. In addition, I was also given the opportunity to train and perform other journalistic roles in the newsroom such as chasing on-air guests.

Invoicing Specialist Intern • Marsh & McLennan Companies • 05/2019 - 07/2020

Providing support to Client Facing Brokers in various aspects of administration and technical support, as well as processing Certificate/Auto ID's and invoices and related policy documentation information into the computer system records. Required an expert knowledge of programs such as Microsoft, Word, Excel and other invoicing specific computer programs.

SALES ASSOCIATE

- LUSH Cosmetics • 10/2018 - 1/2019
- Journey's • 02/2018 - 04/2018
- Real Canadian Superstore • 09/2015 - 09/2018

VOLUNTEER WORK