

Alexis Perikleous

EDUCATION

Ryerson University, Toronto — *Master of Arts in Media Production*

SEPTEMBER 2019 - SEPTEMBER 2020

Ryerson University, Toronto — *Bachelor of Journalism, Minor in English*

SEPTEMBER 2015 - JUNE 2019

EXPERIENCE

CBC Canada, Toronto — *Associate Producer*

FEBRUARY 2019 - PRESENT

- *Because News*, television & radio show
- Researching national and international news trends.
- Writing, fact-checking, and copyediting scripts.
- Chase producing, booking show guests and conducting pre-interviews.
- Transcribing audio and cutting clips.
- Managing show's website and creating weekly episode pages through Polopoly.
- Creating, filming, and editing social videos.
- Managing social media accounts and creating social content.
- Managing email accounts and completing organizational and archival work.

CBC Canada, Toronto — *Program Assistant*

APRIL 2020 - PRESENT

- *Because News*, television & radio show
- In charge of payment, drafting contracts, and submitting invoices for show guests and writers.
- Working as a liaison between the show's executive producer and talent.
- Audience wrangling.
- Assisting with live show set-up.

Ryerson University, Toronto — *Graduate Assistant*

SEPTEMBER 2019 - MAY 2020

- Graduate Assistant in the department of journalism
- Courses taught: Boosting Media Techniques, Designing Journalism
- Grading assignments, conducting 1-hour tutorials for students each week, answering questions and emails, as well as offering technical support.

Montana Steele Strategic Marketing, Toronto — *Social Media Coordinator & Content Writer*

MAY 2017 - DECEMBER 2018

- Conducting research and writing engaging articles to appeal to target

Software

Adobe Audition
Adobe Photoshop
Adobe Premiere Pro
Audacity
Dalet
Hootsuite
iNews
Polopoly
ProTools
Trint
TweetDeck
WordPress

Awards

Ryerson Graduate Scholarship
Ontario Graduate Fellowship.
Ryerson Graduate Fellowship.
Caren King Scholarship,
Ryerson School of Journalism.
Dean's List Recipient.
2015 Ryerson Entrance
Scholarship for 90% Average.
Executive of The Year,
Ryerson Hellenic Students'
Association.

audiences through style, images, and interactivity.

- Creating social media calendars for various clients and increasing follower counts and social presence through exciting and engaging content.
- Managing social media accounts through timeline monitoring and user engagement.
- Writing SEO friendly meta-tags to increase site traffic.
- Attending and covering events as media.

The Ryersonian Student Newspaper, Toronto — *Online Editor*

JANUARY 2019 - MARCH 2019

- Supervising the gathering of audio, video, photo galleries, and other digital content for ryersonian.ca and ensuring all stories explore multimedia.
- Assigning daily production to news team and ensuring all online content is accurate and meets Canadian Press standards and guidelines.
- Act as a public spokesperson for ryersonian.ca alongside Managing Editor.
- Collaborate with section editors and the editorial team to make decisions on which multimedia content can deepen storytelling and understanding of news.
- Doubled as a reporter, videographer, photographer, and copy editor.
- View my work at <https://bit.ly/2HizXfc>

Ryerson Communication & Design Society, Toronto — *Web Content Editor*

NOVEMBER 2017 - MAY 2018

- Editing articles to ensure a consistent tone and cohesive aesthetic was used throughout the organization's website.
- Lead the restructure/launch of the "gallery showcase" page on the website, used to showcase projects and events supported by the organization.
- Continually updating website content, job board, and showcase pages.

Ryerson Communication & Design Society, Toronto — *Social Media Coordinator*

JUNE 2016 - JUNE 2017

- Responsible for the curation and development of engaging social content.
- Scheduling content and managing social platforms.
- Collaborated with the society's marketing and communication teams to ensure key topics were highlighted on Society's social accounts.
- Successfully created a social tone of voice to maintain a consistent brand and personality across all platforms and significantly grew total social followers.

Ryerson Hellenic Students' Association, Toronto — *Secretary-General*

JUNE 2017 - APRIL 2019

- Managing email and social messages and relaying important information to council members.
- Sending emails to members of the executive committee and informing them of upcoming events and happenings.
- Aiding in event execution, booking event spaces & coordinating calendar.

Equipment

AC-90 Camera

HMC-150 Camera

Zoom Recorder

Marantz Recorder

DSLR Camera

Teleprompter

Certificates

Teaching and Learning in Higher Education 1

Tri-Council Policy Statement (TCPS2)