

LAUREN SOUCH

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Objective

Seeking a position where I can use my highly developed video, on-air, public relations, writing, research, and multimedia skills to benefit your organization's mission and objectives.

Summary of Qualifications

- Newsroom knowledge and use of the audio board, studio cameras, recording equipment, CG, & VTR.
- Computer knowledge in non-linear editing (Final Cut Pro and Adobe Premiere), After Effects, Compressor, Quark Xpress, Adobe InDesign, CorelDraw, Adobe Photoshop, Lightroom, Burli, and iNews.
- Well-developed verbal communications; stand ups, on-camera interviews, debates, instructing, group program leader and presentations.
- Well-developed written communications; news articles and scripts, reports and business letter writing.
- Ability to work in a fast-paced, deadline orientated environment with attention to detail.
- Extensive online experience with social media, HTML coding, CMS, webpage design, CSS, and FTP programs.

Related Experience

FREELANCE JOURNALIST

APRIL 2010 – PRESENT

- blogTO.com – city/news reporter, providing articles and accompanying video and photographs.
- Voiceovers – clients include Ecosim Software Inc. and PostalPix.
- Videos – clients include Ecosim Software Inc., Central Counties, and Absolute Networks.
- Demand Studios – write freelance lifestyle and information articles about a variety of topics for the web. Published work included on ehow.com and livestrong.com

EASTLINK TV NEWS, TIMMINS, ON

JUNE 2009 – JUNE 2010

VIDEO JOURNALIST

- Identify stories and generate story ideas, conduct & film interviews, shoot b-roll, capture, edit, and voice-over footage in order to complete a full-length news story.
- Conducting background research, chasing stories, script writing.
- Anchor “Neighbourhood Notes” program for Kapuskasing, conduct 3 minute in-studio interviews for interview segment, back-up newscast anchor, and back-up newscast editor.
- General office administration - answer phone, respond to emails, liaison and communicate with community and viewers.
- Participated in the 2009 Lions Club & CTV Telethon as a live host.

Humber Students' Federation (Etobicoke, Ont.)

Jan. 2008 – April 2008

Events Assistant

- Event preparation, set up, execution, and tear-down.

- Office administration – prepare invoices, cheque requisitions, answer phone, customer service, liaison with clubs and students.

Toronto Zoo

May 2007 – Sept. 2007

Public Relations Seasonal Clerk

- Liaising with corporate clients to organize events (picnics & meetings), preparation of print materials (flyers, tickets, signage), itinerary preparation and being onsite during the event coordinating activities.
- Additional administrative duties including; department memos, billing information, deposits, and arranging consignment orders (preparation and shipment.)
- Assisting with the public events; set-up, managing & assisting with public event execution, assisting with public event tear-down (Public events include: Cystic Fibrosis Walk, Disney Mania Concert Series, Barbie Meet & Greet Personal Appearances, Max & Ruby Show, etc)

Brock University Students' Union

May 2006 – May 2007

Vice President Student Services

- Elected position – Successful election campaign strategy and implementation against five competing candidates in February, 2006
- Oversee BUSU services, including Clubs, Orientation Week, the student Health Plan, and charity events.
- Event planning, execution and management of an \$80,000 Orientation Week for Brock University.
- Initiated & implemented the new First Aid Responders program (Brock Aid) in 2006/07.
- Student Dental Plan - established plan objectives, available services and negotiated healthcare insurance provider before running a successful referendum - 72% of students voted in-favour of the plan, which was implemented in 2007/8.
- Development and management of the first Frost Week event at Brock University.

CTV TORONTO

JUNE 2008 – SEPT. 2008

CONNECTED CRUISER STREET TEAM

- Promote CTV Toronto and the local news team through community interaction at various events across Toronto and the GTA.
- Liaison with event organizers in order to arrange for CTV to be on-site during events.
- Set up and tear down of tent and promo vehicle at event sites.
- General office administration – petty cash, answer phone, respond to emails in a timely manner.

Education

Humber College, Etobicoke, ON

Ontario College Advanced Diploma, Journalism – Print & Broadcast, 2009

Completed six-month internship with CTV Toronto

BROCK UNIVERSITY, ST. CATHARINES, ON

B.A. Political Science, minor in Philosophy, 2007

MCMMASTER UNIVERSITY, HAMILTON, ON

Completed 1st year in Communication Studies, Faculty of Humanities, 2004