

Georgia York

MULTIMEDIA JOURNALIST

(519) 212-5501

Georgia.york4@hotmail.com

Cambridge, ON N3C 4N2

Hard-working, highly motivated professional eager to learn in the field and strive for success. Operates well in both individual and team capacities, working with respect and open-mindedness. Motivated by challenges and dedicated to seeking the truth in every story. I am reliable when it comes to meeting deadlines and other responsibilities.

SKILLS

- Content Creation
- Breaking News Coverage
- Video editing capabilities
- Story Development
- Deadline Management
- Interviewing techniques

PUBLICATIONS

InTouch Magazine - Chamber of Commerce Brantford - Brant

Spoke Online - News Portal for Conestoga College

EXPERIENCE

JOURNALIST

Chamber of Commerce Brantford-Brant

Brantford, ON

May 2023 - Present

- Traveled to locations to write stories from firsthand experience.
- Developed strong relationships with sources in order to obtain accurate information for stories.
- Edited content for accuracy, clarity, grammar and style using CP Style guidelines.
- Collaborated with editors to develop story ideas and ensure all deadlines were met.
- Utilized social media channels to promote stories and engage readers.

SOCIAL MEDIA MARKETER

True Ink Tattoo & Piercing Studio

Kitchener, ON

December 2023 - Present

- Developed and implemented successful social media campaigns to increase brand awareness, engagement, and conversions.
- Managed relationships with influencers and industry experts to expand reach and drive traffic to website.
- Tracked followers on social media platforms to analyze growth.
- Created content for various social media platforms, including Facebook, Twitter, Instagram, YouTube and LinkedIn.

BARTENDER/SERVER, SUPERVISOR

Cambridge, ON

The New York

August 2021 - September 2022

- Developed strong working relationships with customers and staff.
- Efficiently managed multiple tasks simultaneously while maintaining a professional demeanor.
- Kept bar organized and clean during busy hours.
- Handled cash drawer accurately throughout shift including opening and closing out register each day.

EDUCATION

ONTARIO COLLEGE DIPLOMA IN JOURNALISM CANDIDATE
Conestoga College, **Kitchener**

Expected graduation Apr 2024

VOLUNTEER EXPERIENCE

VIDEO EDITOR

Lanark Heights Long Term Care

Kitchener, ON

January 2019 - February 2019

- Managed projects from start to finish, including selecting music and sound effects.
- Demonstrated excellent communication skills when working with clients and colleagues.
- Adapted quickly to changing needs or requests from clients when working with elderly with specific needs.