

# JUNE MORROW

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## Professional profile

**Engaging, creative, and resourceful** writer, reporter and field producer with over five years experience in print, video and online media, strong interpersonal skills and a proven track record of meeting deadlines.

### Key competencies:

- Generating segment and editorial ideas
  - Booking guests and performing on camera interviews
  - Editing videos for the web
  - Writing profiles, Q&As and news pieces
  - Fact-checking, copy-editing and proofreading
  - Page layout and design
  - Improvising under pressure
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## Relevant experience

FREELANCE JOURNALIST, PRODUCER AND EDITOR: 2000 to present

**Developed videos, online and print content for clients in the media, legal, marketing, arts and entertainment industries.**

- **Shot, edited and produced over 80 online documentary-style videos:** pitched ideas, located sources and booked interviews; wrote scripts, interviewed subjects; used Panasonic DVX100A camera in conditions including rain, snow and on the run; performed on-camera stand-ups; selected music, designed titles, DVD menus and other graphic elements; edited clips, rendered to AVI, MPEG4 and Flash files; created DVDs and posted videos to websites.
- **Created and maintained 22 websites:** planned architecture; designed navigation, layout and graphics; wrote and edited copy; researched cost-effective interactive elements; optimized search engine listings.
- **Oversaw production of 32-page promotional magazine delivering publication within 14 days of its inception:** located, hired and managed freelance writers, copy-editor, photographer and graphic designer; researched and wrote articles, table of contents and all display copy; designed and wrote advertisements; created mock-ups of page layouts; selected all photographs; edited and proofread publication.

REPORTER, COMMUNITY CRUISER AMBASSADOR AND GUEST COORDINATOR:

Rogers Television, 2007 to 2008

**Field produced segments on local organizations and events for Daytime Toronto, Toronto Living and the Rogers Community Cruiser.**

- Conducted on-camera interviews, wrote and performed stand-ups and extros, logged footage and created paper edits; acted as spokesperson for television station at community events.
- Pitched segment ideas and greeted guests of live-to-air daily talk show; ensured releases were signed; assisted in the studio and helped prepare props.

ASSOCIATE EDITOR: Canadian Business magazine, 2004 to 2007

**Contacted thousands of sources from farmers to CEOs to gather and verify public, personal and sometimes-sensitive information.**

- Fostered trust in publication by ensuring every fact in articles and infographics from spelling of names to contents of controversial quotes was accurate.

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- Negotiated changes with writers and senior editors under tight deadlines; liaised with lawyer to avert potential liable suits.
- Wrote print and online articles; researched and wrote over 100 mini-profiles of Canada's richest people; located, collected and tabulated statistics and other data for special issues.
- Contributed research and editing to three National Magazine Award-winning stories.

ASSISTANT EDITOR: Burchill Publishing, 2003 to 2004

**Planned and oversaw section content for two community newspapers with combined circulation of 70,000.**

- Generated story ideas and assigned articles among three staff and 24 volunteers; wrote monthly news, features and briefs; copy and line-edited content.
  - Decreased number of style, spelling and grammatical errors in papers by 20%; initiated creation of email newsletters to improve communication with freelancers and enhance their writing skills; proofed all pages and contributed to house style guide.
  - Networked with the community and acted as a spokesperson at public events.
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## Technical production skills

<b>Office applications:</b>	Word, Excel, Outlook, PowerPoint
<b>Video editing:</b>	Adobe Premiere, Final Cut Pro, Adobe Encore
<b>Cameras:</b>	Panasonic DVX 100A, Sony PD 170
<b>Layout &amp; design:</b>	Photoshop, InDesign/InCopy, Quark Xpress
<b>Web Production:</b>	Dreamweaver, HTML, content management systems
<b>Computers:</b>	Windows, Mac

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## Education

RYERSON UNIVERSITY, **Bachelor of Journalism**

Led teams in creating publications for print and the web; graduated with five scholarships in 2004.

UNIVERSITY OF WATERLOO, **Bachelor of Arts**

Completed courses independently through distance education while working full-time; graduated with honours in 1998.

THE SECOND CITY CONSERVATORY, **Improvisational acting**

Completed nine levels of training in teamwork and thinking on your feet in 2000.

ALGONQUIN COLLEGE, **Diploma in Business Administration**

Excelled in marketing, human resources and accounting courses; graduated with honours in 1993.