

Yasmine Mathurin

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Experience

04/2015 – Current
| Freelance Writer

Exclaim! Music

- . Write Album reviews and Concert Reviews
- . Conduct artist interviews

09/2015 – 11/2015
| Managing Editor Live

The Ryersonian

- . Oversee the integrated newsroom's social media presence
- . Encourage live interaction by all reporters and editors with audience via all platforms
- . Schedule and update all social media platforms with content
- . Encourage and train newsroom on best SEO practices for online content
- . Responsible for accuracy and quality of social media content

06/2015 – 08/2015
| Trending Desk Intern

CBC News

- . Schedule social media posts (Twitter & Facebook) & Monitor activity and engage with CBC readers
- . Monitor online analytic performance of news posts
- . Implement SEO strategy in writing and managing online content
- . Create multimedia news-interactive feature, package coverage with SEO strategy and visual elements
- . Work with editors and senior producers from Breaking News desk to post to CBC.ca and CBC's Twitter and Facebook.
- . Fact-check stories trending online, Pitch and report

05/2015
| Bilingual On-camera Host

Michaëlle Jean Foundation + AGO

- . On-camera personality and host of the live-stream of the *Scratch and Mix Project* for the Michaëlle Jean Foundation and Art Gallery of Ontario.
- . Interview Stakeholders and artists in both French and English including co-founder Jean-Daniel Lafond

Education

09/2014 - Current
| Ryerson University

Master's of Journalism

Relevant Courses: Radio, Digital Journalism, Magazine and Web Publishing, Web Copy Editing, Critical Issues in Journalism
Expected Graduation: Summer 2016

06/2012
| **Hot Docs**
Canadian International Documentary Festival

Documentary Accelerator Graduate

05/2011
| **York University**

**BA Arts (honours) – Political Science
Certificate in Non Profit Management**

Relevant Freelance Projects

06/2014 - Current
| **Creator/ Host/ Video Producer / Editor**

YC Stories

- Co-founder of [The Conversation Project](#) a YouTube web series that aims to share stories of negotiation, compromise and belonging while navigating what it means to be both of African Descent & being "Canadian". Topics will explore blame, fear, culture, desire, race and its expectations in Canada.

11/2015
| **Co-creator/ Producer/ Editor**

A World Without Audio Series

- Co-produce of [A World Without](#), a pilot audio series about people's stories with everyday things (from boy bands, indoor toilets to price tags)

Skills

Technical

- Proficient in Final Cut Pro X, Online content management systems (Hootsuite, Tweetdeck, Chartbeat, Wordpress, Polopoly), Adobe (Premier, Photoshop, Audition, Lightroom), Canon DSLR T3i/5D (self-taught), Storify, Social Media (Facebook, Twitter, Tumblr, Instagram, Periscope, Snapchat Videolicious).
- General working knowledge of: AP Style, HTML, CSS
- Verbal and written fluency in French and Haitian Créole

Fellowships

10/2011 – 12/2011
| **United Nations**

Human Rights Fellow

- Selected to represent the Fellowship participants at the closing ceremony for the International Year for People of African Descent in UN headquarters.
- Contributed to the protection and promotion of civil, political, economic, social and cultural rights of Afro-descendants in Canada & Haiti as a participant of the First Fellowship Program for People of African Descent launched by the Anti-Discrimination Section of the Office of the High Commissioner of Human Rights.