

KATRINA ROZAL

Communications Specialist

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Toronto, Canada



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PROFILE

Versatile storyteller with a track record of delivering smart, creative and meticulously edited content. Builds relationships to maximize content and communications opportunities across channels

CORE STRENGTHS

- Collaborative, positive attitude
- Communications planning
- Brand management
- Creative: print, digital, video
- Resilient problem-solver
- Strong work ethic
- Time management

EDUCATION

Hons. BA in Journalism with distinction

University of Toronto, 2006 - 2010

Journalism Diploma

Centennial College, 2008 - 2010

TRAINING

Statistical Thinking for Data Science and Analytics

Columbia University, edX

Course certificate: 2019

EU General Data Protection Regulation (GDPR)

CQI organizational training: 2017

EXPERIENCE

Freelance Media and Communications Specialist

Chartered Quality Institute (CQI)/London, U.K./August 2019 - Present

Working remotely from Toronto, write articles on governance and convert complex data into plain language for *Quality World* magazine's broad audience.

Communications Executive

CQI/London, U.K./September 2018 - June 2019

Partner with Commercial, Policy and Membership teams to plan, coordinate and execute communications strategy. Write website updates, email and newsletter content, magazine articles, social media posts, press releases and executives' remarks. Campaign for the International Quality Awards and increase ticket sales. Fuel centenary celebrations by producing resources such as an eBook, infographic, videos and activity calendar. Measure activities against KPIs.

- Created promotions for sellout event 2018 International Quality Awards
- Attendance at branch events rose by 30% due to robust social media strategy

Content Executive

CQI/London, U.K./July 2017 - August 2018

Ensure *Quality World* and newsletters are optimized as member acquisition and retention tools. Develop content based on hot topics and key messages. Write short news stories and in-depth features, commission articles and edit content. Collaborate with graphic designers to enhance user-experience.

- Received Communication Award for deputizing for Content Manager

Editor

Pagemasters, The Canadian Press/Toronto, Canada/May 2013 - July 2017

Oversee digital and print production of News, Business, Entertainment and Life sections for our newspaper client, the *Toronto Star*. Identify opportunities to expand services and negotiate with the client's Senior Editors. Supervise internal editors, assign pages, guide layout design and approve headlines for typesetting. Lead production under tight and competing deadlines.

- Awarded PageMaestro for devising training and mentoring new hires

SKILLS

- Writing and verbal
- Editing (CP Style), proofreading
- Content management systems
- SEO copy and digital content
- Organizational, multi-tasking
- Attention to detail