To Whom It May Concern:

It is with great enthusiasm that I apply for this role as Advisor, Media Relations and Issues Management at CBC-Radio Canada. To date, my work experience has been entirely based around news reporting, writing and editing corporate collateral and communications strategies. Adding to that experience is my journalism degree from Carleton University, which gave me the background and skills necessary to work in this ever-changing field. The program’s emphasis on accuracy and quality allowed me to develop a strong sense of attention to detail, as well as the ability to work under excruciatingly tight deadlines. Through my broadcasting courses, I learned the principles of television production and reporting, including accuracy and precision.

Over the past several years, my work experience has armed me with the skills I think would prepare me well for this position. Currently I’m a freelance journalist writing various features for Ottawa Life Magazine and enRoute Magazine. Before returning to my journalism roots, I was a Project Manager at Ascribe Marketing Communications Inc, contributing to the smooth production flow of the company, tracking project details, liaising with clients and supporting the team with writing and research. I produced various branding material including press releases, key messages, brochures and video scripts. I also contributed writing to websites using SEO practices. Additionally, I edited technical corporate documents like strategic plans and annual reports. My excellent judgment, creative problem solving and strong analytical skills were key to delivering products to clients within stringent timelines. Leading a team, I developed and implemented social media campaigns on multiple platforms, increasing brand awareness, site visitors and interactions. Since a majority of Ascribe’s clients are from the public sector (i.e. Canada School of Public Service, Department of Foreign Affairs and International Trade, Social Sciences and Humanities Research Council), I developed a strong understanding of public service including federally mandated policies and practices. Highly organized, I coordinated and maintained project schedules, communicating deliverables and progress to clients.

Previously I was Director of Operations/Associate Editor at Ottawa Life Magazine. Responsible for the ‘heart and soul’ of the publication, I oversaw much of the editorial process as well as the entire ad division. As a features writer, I conducted interviews and wrote thoroughly researched articles on a variety of issues including: federal politics, education, fashion and environmental sustainability. I was also instrumental in the production process by liaising with the layout designer, printer, advertiser and publisher while adhering to a strict production schedule. Responsible for managing the publication’s website, I also led its social media campaign, increasing site visitors, interactions with readers and attracting new advertising clients.

Earlier on in my journalistic career, I was a general assignment reporter and photographer at two community newspapers: the Hinton Parklander in Alberta and the News EMC here in Ottawa. Covering breaking news and a range of beats at both publications, from municipal politics to sporting events and senior issues, I also assisted with the layout design of each newspaper and provided quality assurance through fact-checking and proofreading. Through Carleton University’s Rwanda Initiative, I traveled to Kigali and wrote for the business desk at the country’s only English newspaper, The New Times.

I firmly believe that my education, experience and interests render me a choice candidate for this role with CBC-Radio Canada. By living in Ottawa and studying French at university, I have acquired basic communication skills of the language, which I will enhance with ongoing private classes. I am a self-motivated and flexible worker, having worked shift hours and weekends in my previous journalistic roles. Given the opportunity, I’d look forward to speaking with you soon.

Many thanks for your time and consideration,

Kimberly Lochhead

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