

Kayla-Marie Turriciano

SKILLS AND SOFTWARE KNOWLEDGE

- **Languages:** English written and spoken (expert) / French written (intermediate) and spoken (advanced) / Italian written (beginner) and spoken (intermediate)
- **Social Media:** LinkedIn, Instagram, TikTok, Facebook, Pinterest, Twitter, YouTube
- **Editing Software:** Garageband, Premier Pro, Adobe, Final Cut, CapCut, iMovie, Canva, InDesign
- **Web Software:** WordPress, Wix, Meta Business Suite, SendPulse, HTML, Google Analytics
- **Hard Skills:** photography, video, DSLR cameras, lavalier mic

EDUCATION

- **Concordia University, Montreal** – BAsc Journalism, Political Science (2017-2020)
 - Recipient of *The Sportsnet Undergraduate Scholarship in Sports Journalism* (2020)
- **Dawson College, Montreal** – DEC Arts and Culture (Arts, Literature, and Communication) with a minor in Journalism (2015-2017)

EXPERIENCE

Il Cittadino Canadese, Montreal

Journalist & Multifaceted Contributor, December 2021 - January 2023

- **Journalist:** Authored a weekly column titled "Vita in Città" (Life in the City). Wrote a diverse range of topics, including profiles on noteworthy young Italian-Canadians such as Julia Grosso, coverage of festivals and events in Montreal and its environs such as ItalFest, seasonal activities, and more.
- **Social Media Manager:** Led the management of the newspaper's social media profiles, including planning, organizing, and executing strategies to increase visibility and engagement which enhanced the online presence, reaching a younger demographic.
- **Column Manager:** Initiated and managed the development of 12 online columns, each focused on specific topics such as finance, history, cuisine, etc., and ensured regular posting to the website and social media.
- **Website Overhaul:** Spearheaded a website redesign to improve user experience and create a comprehensive newspaper brand across print and digital. Uploaded and scheduled articles weekly, prioritizing breaking news and upcoming events to create more traffic and interest.
- **Newsletter Architect:** Conceptualized, created, and maintained a daily newsletter, delivering the latest morning news at noon to our mailing list of 2000+ subscribers, with international, Italian, Canadian and local news.
- **Video Journalist:** Conducted video interviews with subjects in an in-house studio, edited footage, and shared videos on multiple platforms, including YouTube, the website, and across social media platforms. Additionally, conducting live interviews during the Italian Festival in three languages (Italian, English and French).

In numbers: 15,000 copies printed weekly; 500 distribution points across Montreal and Laval; 6.2k Facebook followers; 2000 newsletter and digital newspaper subscribers; 10k Facebook and 2k Instagram reach

Panoram Italia, Montreal

Journalist, Digital Contributor & Copy Editor, June 2019 - Present

- **Multilingual Journalism:** Conducted thorough research to identify pertinent topics, conducted interviews nationwide, crafted articles to be translated into French and Italian. Ensured content resonated with diverse audiences.
- **Digital Content Management:** Actively maintained the website by uploading and formatting content and managing social media platforms. Uploading event information pertinent to the Italian-Canadian community in major cities such as Montreal and Toronto.
- **Copy Editing:** Diligently reviewed each issue of the magazine in three languages (English, French, and Italian) to eliminate factual errors or discrepancies between the languages, while maintaining consistency with CP style guidelines.
- **Living Italian Style Producer:** Lead the search for dynamic young Italian-Canadian individuals to feature in the "Living Italian Style" section. Planned photoshoots in Montreal and Toronto, managing multiple schedules and developing engaging Q&A content to accompany photos. Creatively directed the shoots prior and while on set, and streamlined the finalized photos to be published for a national audience.

In numbers: Aimed at 1.5 million Italian-Canadians nationwide, 223k Facebook likes, 220k Facebook followers, 18.5k Instagram followers

The Concordian, Montreal

Contributor, Copy Editor, Columnist & Life Editor, September 2017 - April 2020

- **Diverse Contributions:** Contributor (September 2017 - April 2018); Copy Editor (August 2018 - April 2019); "The Art of Being Single" columnist (January 2019 - April 2020); Life Editor (August 2019 - April 2020).
- **Copy Editor:** Diligently reviewed various articles of each issue to eliminate factual errors and maintaining consistency with CP style guidelines, while also keeping each writer's voice. Responsible for copy editing flat lays of the newspaper bi-weekly (on a rotational copy editor basis) at production meetings the night before publication.
- **Life Editor:** Responsible for conceptualizing captivating and relatable story ideas with corresponding visuals for weekly pitch meetings; drafting and sending pitch emails to our mailing list; delegating writers to stories, coordinating interviews, photo ops and more on a weekly basis. Created different subsections such as a monthly event calendar, Yum or Yikes! food review, fashion content, etc.
- **The Art of Being Single:** Spearheaded and launched a dating advice column created due to feeling hopeless as a romantic in a hookup culture world. Began as bi-weekly and evolved to weekly based on high reader demand.