

Mikaela Delos Santos

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Skills Summary

- Proven track record of engaging storytelling as a writer and lead editor for The Reflector
- Broadcast Media graduate with a range of experience in storytelling, writing, and audio/video production
- Advanced experience with Adobe Creative Suite programs such as: Premiere Pro, Audition, Photoshop, After Effects, and Illustrator
- Advanced experience in Canva and social media management tools
- Work experience as a digital service member with proficient knowledge in social media, websites, and foundational SEO at Digital Main Street
- Proficient in Google Suites and Microsoft Suites

Education

- **Mount Royal University** — *Bachelor of Communications in Broadcast Media Studies*
 - *Dean's Lister* – Fall (2019, 2020, 2021, 2022), Winter (2020, 2024)

Notable Achievements and Certifications

- **CBC Joan Donaldson Scholarship** Recipient (2024)
 - Awarded to graduating students who excel in the field of broadcasting and journalism
- **OMNI TV Scholarship** Recipient (2021)
 - Awarded to Communications students with an interest in third-language journalism
- **Reuters News Introduction to Digital Journalism** Certification (2023)

Relevant Work Experience

- **CBC | The Fifth Estate, Sunday Magazine, Winnipeg Local** — *Editorial Assistant & Reporter*
May 2024 - August 2024
 - Write a script and put together SOT's and anchor VO's for newscast
 - Chase news sources and gather interviews relevant to a story and deliver for TV or online treatments
 - Work alongside colleagues and supervisors to provide assistance with the production workflow such as managing chronologies and story backgrounds for interviews
 - Present and pitch ideas that are relevant and abide by a show's mandate and the CBC's Journalistic Standards and Practices
- **Mount Royal University School of Communications** — *Studio Equipment Manager*
January 2024 - April 2024
 - Monitor bookings, schedules, and manage email account to ensure students have a smooth experience with renting out broadcasting equipment
 - Inform and advise students with best equipment and tools to use for their university projects
 - Perform administrative duties as necessary
- **The Reflector** — *Publishing Editor, Previous Web and News Editor*
November 2019 – April 2024
 - Oversee overall newspaper production and distribution for all sections such as News, Features, Arts, and Sports
 - Lead and delegate team duties to create engaging content for print and digital viewership
 - Ensure that each issue is accurate, of high quality, and abide strict deadlines
 - Review and approve drafts, as well as define publication standards and goals
 - Apply Canadian Press style and ensure satisfactory readability

- **Mount Royal University Career Services — Studio Consultant**
May 2023 – December 2023
 - Provide one-on-one consultations, feedback, and guidance to university students in order to help them create an e-career portfolio that showcases their skills, experiences, and achievements
- **Badminton Alberta | YONEX Canada Open — Event Coordinator**
May 2023 – July 2023
 - Act as the primary Communications and Media Relations liaison for 2023 YONEX Canada Open Tournament
 - Successfully promote YONEX Canada Open's branding and event through media connections and social media presence
 - Build and maintain relationships with journalists and other media contacts
- **Digital Main Street | City of Calgary— Digital Service Squad**
May 2022 – May 2023
 - Provide one-on-one consultations to local business owners (clients) to help them develop and implement digital media strategies that align with their business goals
 - Create video tutorials and/or hands-on experience for clients that showcase practical and efficient methods to boost online presence
 - Provide digital resources essential for business's workflow and general social media management such as HootSuite, Copy.ai, and other related programs
 - Establish and maintain trustworthy professional relationships with clients

Notable Roles

- **Board Member Publishing Editor Representative — The Reflector**
April 2023 – April 2024
 - Present to the board the needs and necessary demands of The Reflector team
 - Inform Board Members of any relevant production updates
 - Approve business agendas beneficial for the organization
- **Board Member Section Editor Representative — The Reflector**
Jan. 2021 – April 2023
 - Present to the board the needs and necessary demands of Section Editors
 - Approve business agendas beneficial for the organization

Languages

- Tagalog
 - Native fluency
- English
 - Native fluency