

Mikaela Delos Santos

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Skills Summary

- Dependable clientele relationship abilities in consulting for Digital Main Street and Mount Royal University Career Services
- Work experience as a digital service member with proficient knowledge in social media, website, and foundational SEO at Digital Main Street
- Proven track record of engaging storytelling as a writer and editor for The Reflector
- Broadcast Media student with a range of experience in storytelling, writing, and audio/video production
- Advanced experience in Premiere Pro, Audition, Photoshop, and Illustrator
- Proficient in Adobe Suite, Google Suite and Microsoft Suite

Education

- **Mount Royal University** — *Bachelor of Communications in Broadcast Media Studies*
September 2019 – Present
 - Expected to graduate 2024

Relevant Work Experience

- **Mount Royal University Career Services** — Studio Consultant
May 2023 – Present
 - Provide one-on-one consultations to university students to help them create an e-career portfolio that showcases their skills, experiences, and achievements
 - Provide feedback and guidance to students on their portfolio content and design to ensure that it effectively communicates their skills and experiences to potential employers
 - Keep accurate records of student consultations and portfolio development progress to track program effectiveness and make improvements as needed
- **Badminton Alberta | YONEX Canada Open** — Event Coordinator (*Contract*)
May 2023 – July 2023
 - Act as the primary Communications and Media Relations liaison for YONEX Canada Open tournament
 - Successfully promote YONEX Canada Open's branding and event through media connections and social media presence
 - Create and edit content for press releases, media pitches, and social media account posting
 - Coordinate and manage media events, interviews, and photo opportunities for competing Canadian and international players

- Build and maintain relationships with journalists and other media contacts
- **Digital Main Street Calgary**— *Digital Service Squad (Contract/Intern)*
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
- **The Reflector** — *Publishing Editor*
April 2023 – Present
 - 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 use
 - 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
- **The Reflector** — *News Editor*
September 2022 – April 2023
 - Oversee the production of all news content
 - Write and produce relevant news stories on current events and affairs for readers
 - Maintain contact and liaise with external sources to find relevant stories
 - Conduct interviews with significant figures related to topic
 - Apply Canadian Press style and ensure satisfactory readability
 - Ensure accuracy and quality of news stories
- **The Reflector** — *Web Editor / Social Media Manager*
January 2021 – September 2022
 - Upload digital format of bi-weekly issues on the Reflector website via Wordpress
 - Develop creative strategies to reach desired target audiences through various social media platforms such as Instagram, Twitter, and Facebook
 - Identify new trends in media industry and suggest innovative approaches for social media marketing and brand awareness
 - Interact with users and respond to social media messages, inquiries, and comments
 - Write and produce stories on current events and relevant issues for readers
 - Edit and vet stories of colleagues for bi-weekly print publications

Notable Roles

- **Board Member Publishing Editor Representative** — The Reflector
April 2023 – Present
 - 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

- **Dean's Lister** — Mount Royal University Faculty of Communications
Fall 2019-2020, Winter 2020, Fall 2021, Fall 2022

Notable Achievements

- OMNI TV Scholarship Recipient (2021)
 - Awarded for Communications students with an interest in third-language journalism

- G.E Bussieres Scholarship Recipient (2020)
 - Awarded to residents of Fort McMurray pursuing University Education