

# ALEJANDRO GAITÁN

## Journalist – Social Media Manager

 @alejandroggo

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 +1 647-914-5896

### • PERSONAL PROFILE

I am a dynamic person with experience in both journalism and social media. I have worked in Spain, Colombia and Australia in radio, newspapers and online media. I currently live in Toronto, but I am willing to move.

### • ACADEMIC PROFILE

#### Centennial College — Toronto, ON

- Sports Journalism Postgraduate
- Class of 2020

#### Blanquerna — Universitat Ramon Llull, Spain

- Journalism Undergrad
- Class of 2014
- 7.12 GPA
- Member of the basketball team

### • SKILLS AND ABILITIES

- Adobe Creative Commons
- Microsoft Office
- Pages, Numbers, Keynote
- Writing — digital, print, radio-podcast, social media in Canadian Press style
- SEO, Analytics
- Imaging — photography, video and DSLR

### • LANGUAGES

- English  
- Español  
- Français  
- Català  

### • RELATED EMPLOYMENT

#### NBA Editor

Solobasket | Mar 2017 – Now

- Toronto Raptors in-game beat reporter
- NBA chief-coordinator
- FIBA reporter

#### NBA Finals correspondent

RAC1 | May 2019 – Jun 2019

- In game report, pre and post-game, media day coverage
- Social media multimedia strategy: video, audio, pictures.

#### Social Media Manager

Colombian National Army | Jan 2017 – Jan 2018

- Brand strategy creation and development on social media
- Study, analyse and proposals of new social media applications
- Training and teaching on social media

#### Radio chase producer

Cadena SER Barcelona, Spain | May 2014 – Oct 2014

- Chase production for La Graderia, brand new daily news-show
- RCD Espanyol and minor sports editor
- Digital content creation, social media and web

### • OTHER EMPLOYMENT

#### Barista

Starbucks Canada | Feb 2018 – Now

- Ottawa and Toronto

#### Waitstaff

View by Sydney, Australia | Feb 2015 – Nov 2015

- Sydney and North New South Wales

### • AWARDS & RECOGNITION


2019 — CLIX Photo Competition Winner, Sports category

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## HARD SKILLS LIST

### — Software

Adobe Photoshop CC 2019  
Adobe Lightroom Classic CC  
Adobe Premiere Pro CC 2019  
Adobe Audition CC 2019  
Adobe Bridge CC 2019  
Audacity  
Microsoft Office 2019 — Word, Excel, PowerPoint

### — Imaging

Photography  
DSLR (Canon EOS 450D)  
Video

### — CMS

Wordpress  
Drupal

### — Writing

Interviewing  
Copy editing  
Writing – Digital  
– Print  
– Radio - Podcast  
– TV  
Social Media – Twitter  
– Facebook  
– Instagram  
– Snapchat  
– Reddit

### — Blogging

SEO  
Analytics