


MELISSA CULTRARO


EXPERIENCE

CONTACT

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 Melissa Cultraro

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EDUCATION

2021 | UBC

UBC Extended Learning - Copywriting

2018 | RYERSON UNIVERSITY

Master of Arts - Media Production

2018 | UNIVERSITY OF CALIFORNIA

Business Case Studies in American Creative Industries Course (RTA in LA)

2016 | RYERSON UNIVERSITY RTA SCHOOL OF MEDIA

Bachelor of Arts (Hons) - Media Production/Radio and Television Arts
Minor - English

2015 | BOURNEMOUTH UNIVERSITY, ENGLAND

Semester abroad through Ryerson University's Exchange program

Jam3 | Toronto | June 2021 - Present

Production Coordinator

- Assisted producers and executive producers in managing and executing client-facing and internal projects
- Managed budgets, creative teams and client relationships
- Clients include: Twitter, Facebook, EA Games, Waymo

CBC | Toronto | July 2019 - June 2021

Production Coordinator & Junior Copywriter

- Coordinated and managed the production of high volume projects for broadcast and creative marketing campaigns, including on air television promos, lower thirds, off air assets, OOH assets, digital pre-roll, social assets, and digital banners.
- Oversaw marketing campaigns for award winning entertainment and Arts and Docs titles
- Assisted Senior Copywriters with brainstorming, scripts, social media captions, episode descriptions and other copy tasks for CBC titles and the CBC GEM site

Refinery29 | Toronto | Feb 2019 - May 2019

Editorial and Sales Assistant

- Assisted Executive Editor (Carley Fortune) with editorial and journalistic functions including: researching and SEO optimization
- Pitched and wrote articles, covering entertainment, health and wellness, celebrity and world news
- Appropriated stories from the global Refinery29 sites to the Canadian one based on trending topics

RTA School of Media | Ryerson | Jan 2018 - April 2018

Media Aesthetics and Culture Graduate Assistant

- Assisted Dr. Laurie Petrou in teaching the relationship between media and culture to undergraduate students
- Graded deliverables, tests, assignments and final papers for up to 200 students, as well as offered personal feedback

RTA School of Media | Ryerson | Sept 2017 - Dec 2017

Business of Creative Media Graduate Assistant

- Assisted Dr. Steven Ehrlick in introducing and teaching business practices within the creative industries
- Led three bi-weekly tutorials made up of twenty-five undergraduate students
- Graded deliverables, tests, assignments and business plans

DHX Media/Degrassi | June 2016 - September 2017

Digital and Communications Coordinator

- Managed and tracked digital engagement for the *Degrassi* social media accounts (Twitter, Instagram, Snapchat, Tumblr and Facebook)
- Produced and edited video content for the *Degrassi* Youtube channel, which garnered an average of 50,000+ views per video across platforms
- Worked closely with the cast to shoot behind-the-scenes content

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INTERNSHIPS & VOLUNTEER



SKILLS

- Microsoft Office
- Google Docs
- Wordpress
- Social media platforms such as:
Twitter, Facebook, Instagram,
Tumblr and Snapchat
- Audio editing [Protools]
- Podcast producing
- Basic photo editing on Adobe
programs such as Photoshop and
InDesign
- Video editing on Adobe Premiere
- Basic multi/single camera
operating
- Content writing and copywriting

Rogers Television | Sept 2011 - June 2012

Multi-camera Crew Member

- Rotated weekly between camera operator, VTR operator, character generator operator, switcher, and other production positions, during pre-recorded and live tapings of television shows, such as Teenztalk, In the Know and Perspectives

AWARDS & HONOURS

RTA School of Media | June 2017

Ryerson Graduate Fellowship Award

- In recognition of the academic excellence demonstrated in their undergraduate program.

RTA School of Media | April 2016

Best Fourth Year Practicum Project

- Awarded to the fourth year practicum group who produced the overall best practicum thesis project

RTA School Of Media | April 2016

Best Fourth Year Cinematography in a Practicum Project

- Awarded to the fourth year practicum group that depicted the best cinematography in their practicum short film or series.

RTA School of Media | April 2016

Best Fourth Year Direction in a Practicum Project

- Awarded to the fourth year practicum group who depicted exceptional directing skills in their practicum short film or series.

Ryerson University | October 2014

Henry White Kinnear International Exchange Student Award

- A scholarship awarded to three students undertaking international exchange studies

Ryerson University | June 2013 - 2016

Dean's List

- Achieved by students of Ryerson University who have maintained an outstanding academic standing during their academic year.