JESS BERTAN

MEDIA RELATIONS / MUSIC JOURNALISM

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ABOUT ME

Creative media professional with experience in music journalism, broadcast production, and artist promotion. Combines strong communication and organizational skills with editorial judgment, collaborative leadership, and detail-oriented execution to support compelling content and audience engagement.

EDUCATION

Bachelor of Journalism

Toronto Metropolitan University

Expected graduation 2027

WORK EXPERIENCE

Jan. 2026 - Apr. 2026

JRN 843 - Reimagining News

Producer / Host

- Pitched and produced two artist-focused video interviews for Backstage Pass.
- Coordinated artist interviews and developed a media contact list spanning publicists, managers, and record labels.
- Created branded promotional assets and tracked social media analytics to evaluate audience engagement.
- Managed project deliverables and met production deadlines.

Sept. 2025 - Dec. 2025

JRN 851 - On The Record Newsroom Masthead

Reporter / Anchor

- Pitched and filed weekly broadcast stories to deadline.
- Covered the Toronto Blue Jays' World Series run with live hits and street interviews.
- Edited video and audio packages in Premiere Pro and Audition; coordinated on-location shoots.

Jan. 2024 - Apr. 2025

JRN 314 - Reporting for TV Workshop

Anchor / Producer

- Anchored weekly news and helped oversee end-to-end broadcast production with reporters and camera crews.
- Curated stories and edited scripts; arranged and prepared an in-studio interview with Liberal Party candidate Frank Baylis.

Mar. 2022 - Oct. 2024

The B-Side Blog & Magazine

Editor-in-Chief

- Led team of independent writers and photographers in producing music news coverage.
- Edited contributor copy and maintained relationships with artists, music- industry professionals and PR firms.
- Designed and produced digital publication & print magazine.
- Managed deadline-driven content, fact-checking, and editorial accuracy.

Sept. - Dec. 2022

JRN 320 - Innovation Workshop

A.M.P'd Producer / Host

- Pitched and produced a multimedia TV pilot featuring an in-studio interview and live band performance.

SKILLS

- **Artist Promotion & Music Industry Relations**
- **Media Relations, Public Relations & Professional Communications**
- **Media Outreach, Industry Networking & Relationship Building**
- **Broadcast Journalism, Editorial Writing & Scriptwriting**
- **Interview Preparation, Coordination & On-Camera Reporting**
- **Press Kits, EPKs & Promotional Content Development**
- **Multimedia Content Creation & Marketing Campaign Strategy**
- **Music Industry / Press Savvy**
- **Editorial Leadership & Project Coordination**
- **Video, Audio & Graphic Design: Adobe Creative Suite, CapCut & Canva**
- **French Language Proficiency**

WORK SAMPLES

View Portfolio

REFERENCES

- **Jagg Carr-Locke**
  Professor
  jagg@torontomu.ca
  (416)-806-0702
- **Nicole Blanchett**
  Professor
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