

JESS BERTAN

JOURNALISM / MULTIMEDIA PRODUCTION

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ABOUT ME

Passionate storyteller excelling in media production, communications, PR, TV & radio broadcasting. Takes pride in generating creative, outside-the-box ideas that are seen through to completion with resourceful persistence. Embodies a dedication to content creation with integrity, applying exceptional communication skills to amplify the unheard voices of the community. An unrelenting, detail-oriented work ethic coupled with unabashed collaborative leadership makes for an asset to the newsroom.

WORK EXPERIENCE

Jan. 2026 - Apr. 2026

JRN 851 - Reimagining News

Producer / Host

- Pitched & produced two episodes of a video interview series titled 'Backstage Pass.'
- Provided local artists with a credible, journalistic platform to share their personal stories via a guest-led tour of their favourite unconventional Toronto location.
- Coordinated interviews with artists, while building a contact sheet of publicists, artist managers, and record label media representatives.
- Designed digital media graphics & branding visuals while monitoring social media analytics.
- Successfully carried out innovative marketing campaigns to promote audience growth.
- Ensured all initial deadlines were met while adhering to determined project timeline.

Sept. 2025 - Dec. 2025

JRN 851 - On The Record Newsroom Masthead

Reporter / Anchor

- Effectively pitched and delivered weekly stories to be brought to air by broadcast deadlines.
- Provided ongoing up-to-date coverage of the Toronto Blue Jays throughout their World Series campaign, conducting live-hit reporting and street-style interviews.
- Successfully completed post-production editing of video & audio footage in a reporter package format via Adobe Premiere Pro / Audition.
- Coordinated with camera team to shoot broadcast footage on location.

Jan. 2024 - Apr. 2025

JRN 314 - Reporting for TV Workshop

Anchor / Producer

- Demonstrated prowess in on-camera delivery of weekly news as Anchor lead.
- Oversaw the production of news broadcast, coordinating with assistant producers, reporters and camera crews to ensure seamless transition to air.
- Proactively curated timely news stories for weekly broadcast, while revising and editing on-air script.
- Coordinated & carried out guest interview with Liberal Party candidate Frank Baylis, preparing interview questions in advance of in-studio interview.

Mar. 2022 - Oct. 2024

The B-Side Blog & Magazine

Editor-in-Chief

- Led, mentored, and managed team of writers and photographers to curate relevant music newsfeed content, while maintaining journalistic integrity and Canadian publishing standards.
- Constructively edited & provided feedback on written content from the publication's team of contributors
- Built and maintained working relationships with music industry professionals and PR firms.

Sept. - Dec. 2022

JRN 320 - Innovation Workshop

A.M.P'd Producer / Host

- Successfully pitched and executed innovative multimedia TV pilot concept.
- Produced in-studio interview & live musical demonstration with guest band via TMU's campus TV studio, coordinating interview question and recruiting on-set videographers & audio engineers.
- Completed post-production video editing of compiled footage via Adobe Premiere Pro.

EDUCATION

TORONTO METROPOLITAN UNIVERSITY

- Bachelor of Journalism

SKILLS

- Broadcast Production & Project Oversight
- On-Camera Hosting & Reporting for Television
- Scriptwriting / Editing for Live Radio & Television
- Interview Coordination & Question Preparation
- Live Hit Reporting
- Guest Outreach / Industry Networking
- AC-90 Camera Operation
- Sound Board Operation in Control Room Setting
- Post-Production Video & Audio Editing (Adobe Premiere Pro, Audition)
- Print Magazine Layout Design (Adobe Indesign, Photoshop)
- Editorial Leadership
- Graphic Design (Adobe Illustrator)
- Multimedia Marketing & Branding Creation
- Collaborative Masthead
- Proficiency in French

WORK SAMPLES

[View Portfolio](#)

REFERENCES

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