



ISABELLA SOARES

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Flat 905, Peppercorn Court, 18 Blair Street, London, E14 0NY

SKILLS

- Able to communicate in three languages: English (native), Portuguese (native), and Spanish (advanced).
- Prior experience interviewing and writing articles for multiple outlets, including *Collider*, *SheDoesTheCity*, *Exclaim*, *Wealth of Geeks*, *The Uniter*, and *Stylus Magazine*.
- Recognized as a film and TV critic by Rotten Tomatoes and CherryPicks.
- Organized and committed to meeting deadlines.
- Collaborative and enthusiastic in the workplace.
- Proficient with Mailchimp, Microsoft Office, Wordpress, Emaki, Asana, Slack, and Monday.com
- Knowledgeable of video editing on Adobe Premiere Pro and Capcut, as well as audio editing on Adobe Audition.

EDUCATION

Toronto Metropolitan University

2022-2025 | Bachelor of Journalism, Minor in Events and Live Entertainment Management

Louis Riel Arts and Technology Centre

2020-2021 | Broadcast and Media Certificate

- Award: EDGE Certificate (Based on professionalism, communication, organization, and reliability in the workplace.)

Instituto de Cinema (Sao Paulo, Brazil)

2020-2020 | Film, Pop Culture, and Youtube Certificate

REFERENCES

Maggie Lovitt - Deputy News Editor at *Collider*
maggie.l@collider.com

Annemarie Cutruzzola - Editor at *SheDoesTheCity*
annemarie@shedoesthecity.com

EXPERIENCE

SheDoesTheCity

Editorial and Social Media Assistant

Apr. 2024 - Present

- Interview and write articles about prominent women and non-binary creatives from within the Canadian arts and culture scene and beyond.
- Edit social media posts, including interview clips, reels, and slider posts on Canva and Capcut.

Collider

Senior Writer & Peer Mentor

May 2021 - Present

- Engage with film and TV enthusiasts by writing SEO-style articles about upcoming releases on streaming platforms and in theatres every week.
- Write in-depth film and TV show reviews for upcoming releases.
- Mentor newly hired writers by answering questions on article formatting and website guidelines.
- Write recommendation lists by researching TV shows and films based on themes, cast, and genre.

Manitoba Music

Digital Marketing and Admin. Assistant

Sep. 2021 - Aug. 2022

- Promote local music events in Winnipeg by contributing with digital strategies and maintaining the live music listings on the MB Live app.
- Assist in virtual and in-person Manitoba Music events and web content by producing livestreams on YouTube and Facebook.
- Compile news stories about local artists and music business for the website's weekly roundups.

The Uniter

Arts and Culture Reporter

Sep. 2021 - April 2022

- Highlight the local arts and culture sector by conducting interviews and writing two articles per week for the newspaper.
- Come up with thought-provoking news stories by pitching ideas that are relevant to *The Uniter's* readership.

Foreign Press USA

Freelance Associate Reporter

Aug. 2020 - Dec 2021

- Generate web content by interviewing foreign correspondents and writing takeaway articles for interviews and panels.
- Engage on social media by posting tweets during live events.

Stylus Magazine

Volunteer Contributor

Sep. 2019 - Aug. 2022

- Promote local artists by conducting interviews, writing profile articles on them, and occasionally writing albums reviews for the magazine.

Canadian Mental Health Association

Communications Student Worker

Jun. 2021 - Sep. 2021

- Contribute with communication tools that benefit the organization's visibility by planning social media content, editing the Well-being Connection podcast, producing videos for CMHA programs, reaching out to sponsors, and managing social media campaigns.