



CHARLOTTE HOAREAU



• **Freelance Writer, Content Strategist & Digital Nomad** •

Copywriting ✍️ - Blogging - SEO - Fact-checking ✅ - Translation 🇫🇷🇬🇧 Social Media 📱

HIGHLIGHTS OF QUALIFICATIONS:

- Former staff journalist with 3+ years of experience in news reporting, content writing, and social media. I wrote over 450 published news stories and features for media outlets in France, Germany and Canada.
- Excellent communication skills earned by working in both physical and online newsrooms. I am also proficient in MS Office, Microsoft 365, Canva, WordPress, etc.
- Multilingual experienced solo traveller transitioning to digital nomadism – I'm fluent in French and English. Basic conversations in Spanish.
- UCT Master of Arts graduate + Freemote (online school for freelancers)

EXPERIENCE:

- March 2023 - present **Freelance - Self-Employed / Vancouver, BC, Canada & Remote**
Freelance Writer & Content Strategist
 - Clients include: [MTL Blog](#), [INTACT Insurance](#), [Artio Strategies](#), [Expat.com](#) and [iToldYa!](#)
 - Check [my portfolio](#) for work samples and recent missions.
- July 2022 - March 2023 **MTL Blog (Narcity Media Group) / Montreal, Quebec, Canada**
Journalist (Web)
 - Researched and wrote 327 news stories for [mtlblog.com](#)
 - Diverse topics: Society, Art, Food, Culture, Economy, Politics, Local, Provincial or National News, Activities in Montreal and around, etc.
 - Produced content for social media, including viral videos.
 - Interviewed many Montrealers such as business owners and personalities.
 - Attended and took photos at media events.
- January 2022 - May 2022 **TV Témis /Notre-Dame-du-Nord, Témiscamingue, Quebec, Canada**
Journalist (Television)
 - Researched relevant topics to act as a TV news anchor (writing news reports and reading them in front of the camera).
 - Helped produce 15 episodes for the weekly news show [Info-Témis](#) (one hour long each).
 - Managed Facebook page.
 - Covered media events and press conferences.
 - Interviewed the community and local public figures on a daily basis.

- April 2021 - November 2021
 JIR MEDIA GROUP : JIR Média Groupe & Clicanoo.re / Reunion Island, France
Journalist (Newspaper, magazines and web)
 - Researched and wrote about 120 new articles and features for le [JIR](#), [VISU](#), [Femme Magazine](#) and [Case Magazine](#) (many were published online too).
 - Diverse topics: Hard News, Society, Economy, Politics, Health, Culture, Art, etc.
 - Attended and took photos at media events and press conferences.
 - Interviews, Fact-checking, Editorial & Proofreading.
- December 2020 - February 2021
 Exberliner Magazine / Berlin, Germany
Journalist (magazine and web)
 - Internship: practicing news reporting and investigative journalism.
 - Wrote 5 feature articles for the magazine and 4 for the [EXB Website](#).
 - Diverse topics: Society, Culture & Art.
 - Managed social media accounts, especially Instagram.
 - Gained hands-on experience: Interviewing, Fact-checking, Editorial & Proofreading.
- December 2020 - February 2021
 Beazy UG / Berlin, Germany
Social Media Marketing Specialist
 - Internship: Managed social media accounts, namely Facebook, Instagram and Pinterest
 - Designed an effective [marketing strategy](#) and gained more visibility online.
 - Organized Instagram contests and ads.
 - Interacted with the "Beazy" community online on a daily basis.
- May 2018 - August 2019
 University of Cape Town (UCT) / Cape Town, South Africa
 (Internships and part-time work for my university)
Marketing Public Relations Officer for UCT Television Studio
Social Media and Website Coordinator for the Centre for Film & Media Studies
 - Designed and implemented a successful [marketing strategy](#), including a new brand identity (e.g proposal for a [new logo](#)) and promotions
 - Wrote online news stories, blog posts, feature articles and press releases
 - Managed website content and all social media accounts
 - Designed eye-catching posters for seminars and conferences
 - Helped organize and facilitate [major academic events](#) such as:
 - Student filmmakers workshops for social justice projects
 - A Speech/Meet & Greet with actor Danny Glover
 - A Symposium gathering media scholars from all BRICS countries

EDUCATION :

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| 2023 - present | Freemote FULL (online school for freelancers) Remote |
| 2019 - 2020 | Master of Arts (MA) : Media and Communication Studies University of Cape Town, South Africa |
| Septembre 2019 - Decembre 2019 | Student Exchange Programme with a scholarship University of British Columbia, Vancouver, Canada |
| 2014 - 2028 | Bachelor of Arts Honors BA(Hons) : Media Theory and Practice University of Cape Town, South Africa <ul style="list-style-type: none"> • Art History, Gender studies and Media studies |