

To Whom It May Concern,

Discovery Channel scripts, NAV CANADA aviation manuals, Bentall Kennedy capital executive summaries, science and technology web content — these pieces have absolutely nothing in common, except one thing, they were each interesting to research and report. I enjoy the process of tackling varying subjects and delivering its content in a way that is most easily understood by the targeted audience.

I have been actively seeking a career opportunity that would allow me to craft content on varied and dynamic topics for broadcast television. This is why I am interested in applying for CBC's late night television host position.

I am a journalism graduate from Ryerson University. I studied how to write for various audiences and how to deliver content on multiple media platforms. I was one of the few who actually enjoyed grammar classes, and likewise excelled in editing. One of my proudest attributes developed in the journalism program was the ability to write engaging and quality content under the pressure of strict deadlines and delivering live broadcast stories with ease. I built websites using WordPress and am currently learning HTML/CSS (please visit my website www.ashleycochrane.ca.) My academic success lead to an internship with Discovery Channel's nightly broadcast, Daily Planet.

At Daily Planet I worked with producers to research show topics, which ranged from complex medical studies to intricate new technology. My responsibility was to summarize each topic in a way that would both intrigue and teach a young audience. I wrote scripts for hosts Ziya Tong and Dan Riskin and produced online web summaries of the nightly episodes. I was also in charge of producing a segment of the show, Weird Planet, which showcased wacky and fun ideas and inventions. This involved interviewing people from around the world, understanding their product, writing copy stories covering the subject, and insuring the rights to broadcast their content. The work was a timely production with daily deadlines.

Over the past two summers I also worked for NAV CANADA and helped write sections of aviation manuals. I was involved with simplifying and summarizing Performance Based Navigation (PBN) information to be added to the Aviation Information Manual (AIM.) I like the challenge of transcribing difficult and abstract ideas into easily understood concepts.

I currently work for Bentall Kennedy as an administrative assistant in charge of accounts payable for the World Exchange Plaza. I keep track of all building costs and assist the general manager and vice president of leasing with tenant and company related tasks. I am in charge of our safety alert system, writing bulletins, creating posters, editing documents and planning tenant functions. I helped revamp our new website and was recently assigned to manage its content.

I believe my academic background and job experience has given me the skillset to host and prepare for on-air presentation, while also being able to contribute to varying digital environments. The opportunity to work with CBC would fulfill my aspiration to make broadcast journalism my career. I would embrace the experience with passion and energy.

I look forward to the opportunity to meet with you.

Thank you for your time.

Sincerely,

Ashley Cochrane

Ashley Cochrane

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INTRODUCTION:

I have been actively seeking a career opportunity that would allow me to report on varied and dynamic topics. I like the challenge of transcribing difficult and abstract ideas into easily understood concepts. Please visit my website to see examples of my work.

EDUCATION:

Bachelor of Journalism

Ryerson University, Toronto, Ontario
Class of 2015

Awards:

- English Excellence Certificate
- French Excellence Certificate
- Three original poems published
- two amateur authors collections
- English Excellence Certificate
- French Excellence Certificate
- Three original poems published
- two amateur authors collections

SKILLS:

Programing and Development

- Adobe Creative Suite 6
- HTML / CSS
- Final Cut Pro 7
- Nikon DSLR Cameras
- Microsoft Office Suite
- iNews

Operating Systems:

- Windows
- Linux
- Chrome OS

Communication Skills

- In-depth understanding of content delivery on multiple media platforms
- Capable of turning difficult and abstract ideas into easily understood concepts
- Comfortable and skillful interviewer
- Technologically proficient
- Understands the importance of harmony between a team of individuals
- Grammar enthusiast

WORK EXPERIENCE:

Bentall Kennedy

May 2015 - Present

Administrative Assistant / Accounts Payable

- Assist the general manager and the vice president of leasing with tenant and corporate related matters
- Keep track of all World Exchange Plaza building operating costs to stay within capital budget
- Manage new website content
- Oversee safety alert system
- Edit documents and write bulletins
- Organize building functions
- Design posters
- Process and file invoices using ImageNow
- Organize and file all paperwork pertaining to contractors and tenants
- Answer phone calls and inquiries about the World Exchange Plaza
- Manage all mail directed to/sent from Bentall Kennedy

Discovery Channel, Daily Planet

January - April 2015

Executive Assistant to Discoveries Producer (internship)

- Research, understand and summarize new science and technology content for the daily show
- In charge of producing the Weird Planet segment of the show
- Write scripts for hosts
- Write online summarizations of the show
- Phone and e-mail contacts for resources
- Interview show subjects
- Attend shoots and assist producers
- Work in a fast-paced environment under same day deadlines

NAV CANADA

May 2013 – Sept 2014

Flight Operations (co-op student)

- Helped write sections of aviation manuals
- Involved with simplifying and summarizing Performance Based Navigation (PBN) information to be added to the Aviation Information Manual (AIM)
- Helped schedule and keep track of flights and procedures flown at airports across Canada
- In charge of keeping contact with the pilots and assigning them ground and flight work to complete
- Remapped NAV CANADA's flight paths across Canada to the most efficient route patterns
- Helped design company posters and have photographed and filmed NAV CANADA flights to make short personal documentaries

Winners / Homesense**May 2012 - 2013*****Sales Associate***

- Cashier
- Warehouse replenishment staff dealing with new store inventory

Home Outfitters**2010 - 2013*****Guest Services and Salesman***

- Guest Services and Sales associate
- HBC MasterCard and Credit card salesman
- Restocked and decorated the store

The Shoe Company**2009 - 2010*****Salesman***

- Shoe Salesman

Tim Hortons**2009 - 2010*****Key Holder***

- In charge of the staff, counting and refilling the cash registers and closing and locking the store
- Acted as supervisor during the manager's absence

Cumberland Soccer Association**Summers 2008-2010*****Referee and Coach***

- Coached and refereed under 6 girls soccer teams

Personal Interests

- Piano
- Guitar
- Soccer
- Snowboarding
- Reading
- Writing

