Soraya Roberts

392 Strathmore Boulevard

Toronto, ON M4C 1N5

January 11. 2018

Stephanie d'Obrenan

Sr. Manager, People and Culture

30 Forensic Engineering

40 University Avenue, Suite 800

Toronto, ON M5J 1T1

Dear Stephanie d'Obrenan,

I have spent the past 13 years in Canada, Dubai and the United States as a culture writer and editor in print and online. My graduate degree in journalism, my undergraduate degree in biologyand myextensive background in managing the editorial output for *Time Out Dubai, AOL Canada* and *The New York Daily News* make me the ideal Technical Report Writer/Editor for 30 Forensic Engineering.

As a full-time freelancer, I have written, proofread, edited, revised and formatted two books, *In My Humble Opinion:* My So-Called Life (ECW Press) and *Hamster: A Journalist in Limbo* (CookeMcDermid Agency), contributed to the anthology *The Secret Loves of Geek Girls* and to *Nelvana of the Northern Lights* (both Bedside Press). I am also a regular long-form writer for *Hazlitt*, which involves the transcription of audio materials and consulting with experts to develop and write content. I have also written features for *The New York Times Magazine, The New Republic* and *The Village Voice.* All of these assignments have required a proficiency with Microsoft Office applications (Word, Excel and Outlook) and Adobe Acrobat. I have been nominated for a National Magazine Award and my work has been covered in *The Atlantic* and *The New York Times*.

Until 2011, I was the Online Entertainment Editor at the *New York Daily News* and, before that, *AOL Canada*.I coordinated the editorial content for the entertainment sections of both sites, overseeing the production of timely news on multiple deadlines. At *AOL,* I doubled entertainment’s unique visitors and at the *Daily News* I helped push the site’s unique visitors to its highest number ever. I helped curate the homepages and ensured the sites were refreshed multiple times daily with short breaking entertainment news items and longer features. Both roles included supporting interns and other writers and editors as well as tracking stories on social media, planning, liaising with publicists, assigning, researching, interviewing, writing, fact-checking, copy editing, line-editing and proofreading to meet the sites’ editorial mandates. To promote stories, I researched and added links, images and video to each story and created headlines and teasers for SEO and social media purposes. I used various types of CMS, including WordPress, to publish content, which I tracked using Google Analytics.

After earning my graduate degree in journalism, I became the Film and Art Editor at *Time Out Dubai*, a weekly magazine at the largest publishing company in the Middle East. There I expanded the publication’s art section by writing weekly features about the state of the Dubai art scene, in addition to reviews, criticism, and daily recommendations. I also wrote full-length film reviews each week as well as the occasional cover story and represented the magazine at various film and art events, while regularly visiting cinemas, galleries and museums in and around the city.

I am bilingual in written and oral French. Please feel free to contact me at 416-705-2064.

Sincerely,

Soraya Roberts

**SORAYA ROBERTS**

392 Strathmore Boulevard

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# **LANGUAGES:** Bilingual in French (oral and written)

**BOOKS:** *Hamster: A Journalist in Limbo* (In progress, CookeMcDermid Agency, 2017)

*Nelvana of the Northern Lights,* “Finding Nelvana” (Bedside Press, 2017)

*In My Humble Opinion:* “My So-Called Life” (ECW Press, 2016)  
 *The Secret Loves of Geek Girls Anthology*, “No Country for Old Mentors” (Bedside Press, 2015)

**GRANTS:**  Writers’ Reserve, Ontario Arts Council, 2015

**AWARDS:** National Magazine Awards nominee, Arts & Entertainment, “Alanis in Chains,” *Hazlitt,* 2015

# **EMPLOYMENT HISTORY**

**Freelance Culture Writer** (Toronto, ON)

November 2011 –

* Regular long-form features for *Hazlitt*, essays for *The Walrus*, cultural criticism for *FLARE*
* Features in *Art of the Title, BuzzFeed, The Daily Beast, DAME, Esquire, The Guardian, The Globe and Mail, The Hairpin, Harper’s, The Los Angeles Review of Books, Maclean’s, The National Post, The New Republic, New York, The New York Times Magazine, The Review, Salon, This, TIME, The Toronto Star, Vanity Fair, The Village Voice, xoJane*
* Personal essays for *Slate’s* DoubleX blog, one of which was syndicated in U.S. newspapers and translated for the French *Slate* site
* Media coverage of work in *The Atlantic, Cosmopolitan, The Huffington Post, The Mail Online, New York, The New York Times.* Interviewed on CBC Radio and Newstalk 1010
* 2009 *This* magazine essay “Archie marries Veronica, subverts Freud’s Madonna-Whore Complex” sold to McGraw-Hill Ryerson’s iLit teaching series in 2013

**Entertainment Columnist,** *W Dish* (Toronto, ON)  
April 2015 - August 2016

* Daily mid-length analyses of trending stories in entertainment and fashion
* Forward planning coverage for major events like the Oscars and the Golden Globes

**Celebrity Columnist,** *Yahoo! Canada*(Toronto, ON)

November 2011- March 2014

* Daily posts for omg! blog on trending celebrity topics and the occasional film, TV, and music item.
* Planning of awards and special events coverage

**Online Entertainment Editor,** *The New York Daily News* (New York, NY)  
November 2009 - 2011

* Managed the entertainment section of *The New York Daily News’* website, which included the following subsections: movies, television, music and theatre. Also temporary sections such as movie guides and awards and festival hubs
* Helped push the site’s unique visitors to 15 million per month, its highest ever
* Managed the daily, weekly and monthly editorial calendars for the entertainment section, pitching and assigning news items and features
* Managed a team of freelancers and interns as well as the newspaper’s entertainment critics online
* Wrote news, trend pieces and interviews for all sections (some of which also appeared in print) as well as TV recaps; Exclusives were quoted in *People, The Daily Beast, Gawker* and *Yahoo!*
* Edited and proofread news, interviews, features and reviews that appeared in each section on various deadlines (from hourly to monthly)
* Founded Show and Tell blog online for the newspaper’s entertainment critics
* Helped found Seen and Heard, the web gossip column in the paper and managed its content (including design and exclusive photo deals) each week
* Liaised with entertainment publicists (in NYC, London and Los Angeles), freelancers and content managers on other sections (news, gossip and lifestyle)
* Employed social networking (Twitter, Facebook and Reddit) to promote and source content
* Appeared on radio and television to give expert opinion on pop culture
* Researched and edited images in Adobe Photoshop to create galleries
* Uploaded and packaged entertainment content with hyperlinks (using basic HTML and CMS), polls, videos, and recirculation widgets to maximize user experience and traffic within the site
* Fine-tuned SEO, story choice and up-to-the minute timing of story publishing in response to Google Analytics and Omniture

**Entertainment Editor**, *AOL Canada* (Toronto, ON)   
June 2007 - November 2009

* Managed the entertainment section of *AOL’s* Canadian website including the following channels: TV, movies, celebrity news, and temporary micro-sites (e.g. TIFF)
* Exceeded target page views for 2008 by double (from 950,000 to 2 million)
* Edited all stories (freelance, in-house and wire-based) that appeared in entertainment
* Pitched and wrote stories for all sections of entertainment, including reviews and interviews that appeared on PopEater, Moviefone and TV Squad
* Uploaded and re-purposed entertainment content (employing hyperlinks, polls, videos and recirculation widgets to maximize user experience) using various content management systems
* Liaised with entertainment publicists, freelancers and content managers on other channels
* Engaged in individual viral marketing and SEO best practices and liaised with sales
* Researched and edited images in Adobe Photoshop to accompany daily articles and galleries

**Film and Art Editor**, *Time Out Dubai* (Dubai, UAE)   
June 2005 - 2007

* Sourced, wrote, and edited weekly features and reviews for art and film sections
* Designed layout of film and art sections in InDesign
* Sourced photos and edited them in Adobe Photoshop
* Contributed reviews to music, TV, food and fashion sections
* Contributed travel, film, art, and music features (including profiles and interviews) for front and cover
* Commissioned film reviews from freelance contributors
* Compiled art and culture and film listings each week
* Weekly visits to art openings and film events

**Intern**, *Bitch* (Oakland, CA)

June-August 2004

* Completed various office admin tasks

# Sourced, wrote and edited event listings

# Pitched and wrote front and back-of-book articles, columns, and features for the magazine

# **English/French Editor**, Tax Court of Canada (Ottawa, ON)

# January - July 2003

# Proofread French and English court documents

# Entered data in Tax Court computer system in French and English

# Communicated with colleagues (both in writing and in person) in French and English

# **EDUCATION**

B. Journ. (2005). Two-year program for university graduates, Ryerson University

Hon. B.Sc. (2002). Biology and French language and literature, University of Toronto