

Olga Fedossenko

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EDUCATION

University of Toronto

HBA in Professional Writing and Communication, Culture, Information & Technology (double major)

09/2021– Present

PROFESSIONAL EXPERIENCE

***The Varsity* – the University of Toronto tri-campus newspaper** | Toronto, Canada

Assistant News Editor (Masthead)

06/2024 - Present

- Research pitch ideas according to the interests of newspaper's target audience – U of T's students' community
- Conduct interviews with people of different genders, backgrounds, and various professional fields
- Cover breakings and regular news on campus in line with journalistic Code of Conduct and Code of Ethics
- Fact-check and copyedit articles for correctness and consistency daily

Video Editor (Masthead)

07/2023 – 04/2024

- Supervised a 3-person video team
- Developed detailed monthly content plans to ensure consistency of video production and posting
- Worked closely with a managing editor to generate new ideas for *The Varsity*'s socials and raise engagement rates
- Increased TikTok viewership mean of each video fivefold
- Filmed and edited over 100 videos for *The Varsity*'s TikTok and Instagram in 8 months
- Produced and created long-form YouTube [videos](#) (5—10 minutes) monthly

***The Medium* – the University of Toronto Mississauga campus' newspaper** | Mississauga, Canada

Associate Features Editor

10/2022 – 04/2023

Contributing Writer

09/2022

PROJECT EXPERIENCE

***To Date or Not To Date* – [documentary](#) about women and online dating** | Mississauga, Canada

Director/Script Writer/Video & Audio Editor

01/2023 – 04/2023

- As part of a university course (CCT454), developed a documentary film script based on my interview with the main character about her experiences with dating apps
- Planned and organised filming days, depending on the actors' schedules, the equipment rental schedule, the locations' availability, and the weather conditions
- Edited the video and sound in Adobe Premiere Pro and Adobe Audition
- As a second-year student, received a grade 8 % higher than the class average in a fourth-year course

***Culture.Ru* – podcast about Russian culture** | Moscow, Russia

Script Writer

03/2021 – 06/2021

- Wrote podcast [episodes](#) about Russian culture, holidays, household traditions, and people
- Entered the podcast in *The New York Times* Fourth Annual Student Podcast Contest, ranking one of the 20 on the shortlist

SKILLS

Technical: Word, PowerPoint, WordPress, Adobe Premiere Pro, Adobe Audition, Audacity, Canva, Figma, Wix.com, Adobe Photoshop and Adobe Illustrator for digital design and branding, Adobe Dreamweaver, HTML, CSS.

Personal: communicative, responsible, great time-management research skills, passionate about journalism and social media.

Languages: English (fluent), Russian (native), French (limited working proficiency), Kazakh (limited working proficiency).