

Karen Kawawada
Curriculum Vitae
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SUMMARY

I'm an award-winning journalist and experienced communications specialist, international both in skills and outlook. I spent eight years as a journalist at a mid-sized daily newspaper and a nationally syndicated current affairs TV show. I then moved to a communications role at one of Canada's top universities, where I developed a communications strategy for the Faculty of Environment as well as honing my expertise in media relations, digital content, social media and media training. I have a Master of Journalism and Bachelor of Arts in international development studies and English. Originally from Canada, I have lived in Japan, Australia, Ecuador and France and can speak four languages.

EMPLOYMENT

- Jan. 2012 – June 2013 **Communications Officer, Faculty of Environment, University of Waterloo, Canada**
- Created comprehensive communications strategy where none existed
 - Led content portion of website redesign, laid out content plan for a year
 - Wrote stories and produced videos showcasing faculty's achievements
 - Wrote news releases, placed op-eds in media, liaised with journalists
 - Hired and supervised interns, planned and managed their projects
 - Produced interactive social media content, cultivated online community
- Oct. 2010 – Jan. 2012 **Communications Officer, Communications and Public Affairs, University of Waterloo, Canada**
- Led writing of major report on university's audiences for digital content
 - Led media training to prepare faculty and student leaders for interviews
 - Coached university president on preparing for broadcast interviews
 - Acted as assistant editor and writer for alumni magazine
 - Wrote stories and copy for website and print materials, created videos
 - Assisted in developing communications plans for events and projects
- March 2009 – Sept. 2010,
July – August 2008 **Copy editor, Waterloo Region Record, Canada**
- Edited local and wire copy for accuracy, clarity, style and length
 - Designed and laid out pages, wrote headlines, updated website
- Sept. 2004 – March 2009 **Reporter, Waterloo Region Record, Canada**
- Started in general assignment, later became education beat reporter
 - Proposed and wrote news and feature stories on wide range of topics
 - Regularly anchored daily web newscasts
- May – Aug. 2004 **Intern Reporter, Hamilton Spectator, Canada**
- Sept. 2002 – May 2004 **Video journalist, Culture Shock/Culture-choc
CBC Newsworld / Réseau d'Information, Toronto/Vancouver**
- Produced, researched, shot, wrote and narrated television features and short documentaries in English and French
- May – Aug. 2002 **Researcher, Canadian Broadcasting Corporation, Toronto**
- Researched and assisted in production of documentaries and news
 - Lined up guests, prepared briefings and questions for interviewers
- Aug. 1998 – Aug. 2000 **Co-ordinator of international relations, Naokawa, Japan**
- Planned various events to bring international awareness to small town
 - Taught English and international cooking classes to groups of all ages
 - Helped plan and chaperone secondary school exchange trip to Guam

EDUCATION AND TRAINING

- May 2004 **Master of Journalism, University of British Columbia, Canada**
- William Rea Fellowship Award in Television, 2003-2004
- University Graduate Fellowship Award, 2003-2004
- Canadian Association of Broadcasters Jim Allard Broadcast Journalism Scholarship, 2002
- CBC Newsworld Joan Donaldson Scholarship, 2002
- May 1998 **Bachelor of Arts, Trent University, Peterborough, Canada**
- International development studies year program in Ecuador, 1995-1996
- On scholarship, did summer course and internship in Zimbabwe, 1997
- Peter Robinson College medal for highest academic average, 1998
- Entrance scholarship, 1994
- Sept. 2008 WebU, Metroland West Media Group, Ontario, Canada
- Extensive training course including web posting, blogging, social media, shooting and editing video, crowdsourcing, interactive mapping

AWARDS AND RECOGNITION

- James Appel Scholarship, Humber College (Canada) School for Writers, 2010
- Peter Gzowski Literacy Award of Merit, ABC Canada Literacy Foundation media award, 2008
- Finalist, novice reporting award, Ontario Newspaper Awards, 2005

VOLUNTEER AND FREELANCE EXPERIENCE (selected)

- 2011 – 2013: **Columist, Kitchener Post, Canada**
- Wrote regular freelance parenting column for community newspaper
- 2011 – 2012: **Board secretary, Paintin' Place Co-op Daycare, Waterloo, Canada**
- Kept minutes for volunteer board, helped plan fundraising/social events
- Helped create policies and plans, evaluate supervisor, monitor budget
- 2008 – 2009: **Tutor, Pathways To Education, Kitchener, Canada**
- Tutored disadvantaged students in English, French, history, geography
- 1999 – 2000: **Editor, Association of Japan Exchange and Teaching, Japan**
- Edited, wrote articles, laid out and distributed monthly magazine-style newsletter for expatriates in Oita Prefecture, Japan
- 1995 – 1996: **Intern, Promoción de la Mujer, Cuenca and area, Ecuador**
- Helped rural women's collectives write business plans, funding applications and individual life stories

SKILLS

- Highly proficient writer, editor, researcher, interviewer – almost any style, length, format or topic
- Shooting digital video using a variety of cameras, microphones, tripods, lighting kits or natural light
- Editing digital video using iMovie or Final Cut Pro
- Highly skilled user of software including: Microsoft Office suite, Mac and Windows operating systems, CCI NewsGate, Quark Xpress, Drupal-based content management systems, Adobe Photoshop
- Skilled user of social media and web applications including: Twitter, Facebook, LinkedIn, Pinterest, Google+, Blogspot, Google Sites, Flickr, Picasa, YouTube, Skype
- Working competence with software including: Raiser's Edge, Adobe Illustrator, Apple Pages, iWeb
- Languages: French (near-fluent, writing and speaking), Japanese (speaking advanced, writing intermediate), Spanish (intermediate, writing and speaking).

**References, writing portfolio and video portfolio available upon request.
I am legally eligible to live and work in the United Kingdom.**