

ALLISON WAYTOWICH

Toronto, ON | (613) 299-9155 | allisonwaytowich@gmail.com | [LinkedIn](#) | [Recent Clip](#)

Profile

Emerging multimedia journalist in Humber Polytechnic's post-graduate journalism program with hands-on experience in reporting, anchoring, interviewing, digital and print publishing, radio, and video production. Published in Humber Et Cetera with experience covering local news, producing broadcast content, and reporting under same-day newsroom deadlines.

Education

Humber Polytechnic - *Post-Graduate Journalism Certificate* 2025 – Present

- Hands-on broadcasting and journalism development

Western University - *Bachelor's Degree, Media, Information and Technoculture* 2018 – 2023

- Dean's Honour Roll Award
- Attended the University of Notre Dame Australia on academic exchange

Experience

Humber Et Cetera - *Senior Reporter and Multimedia Editor* 2025 – Present

- Report, write, edit, and publish news stories for Humber Et Cetera across digital and print platforms
- Produce Humber newscasts in the newsroom using industry-standard broadcast equipment
- Selected as a news anchor for Humber newscasts
- Edit and produce video news packages with voiceover, b-roll, captions, and digital assets
- Research and interview politicians, students, business leaders, influencers, and community members
- Conduct on-camera field reporting for Humber Et Cetera, covering campus and local events
- Cover local and provincial stories under same-day newsroom deadlines
- Produce radio segments on current events and local issues
- Pitch original story ideas and support editorial planning and story development for Humber Et Cetera
- Write broadcast scripts, anchor intros, digital features, profiles, reviews, and blog content

Mercedes-Benz Canada - *Corporate Social Responsibility & Communications Intern* 2024 – 2025

- Wrote and distributed press releases through Canada Newswire
- Developed internal and external communications materials for corporate initiatives and events
- Created multimedia content including photos, video, LinkedIn copy, and marketing assets
- Coordinated global press trips and events, managing itineraries, setup, and logistics for 500+ attendees
- Curated journalist and influencer vehicle coverage highlights for the company website
- Produced a company-wide newsletter with business insights, media highlights, and CSR initiatives
- Created data-driven reports identifying key media brand ambassadors for future campaigns

Hive Direct Marketing Solutions (HelloFresh) - *Experiential Marketing Representative* 2023 – 2023

- Represented our top client HelloFresh at tradeshow, promotional events, and popular public spaces
- Consistently exceeded weekly quotas, including customer interactions and subscription sales

Premier Life Event Marketing Solutions - *Promotions Specialist* 2019 – 2020

- Gathered community insights and crafted engaging written content to boost event attendance
- Created and managed segmented Facebook and Instagram advertisements

Skills

- **Journalism:** Reporting, interviewing, story pitching, on-camera reporting, anchoring, fact-checking
- **Writing & editing:** Copyediting, proofreading, CP Style, research, writing for print & digital publications
- **Communications:** Media relations, press release writing, strategic storytelling, public speaking
- **Digital Media:** Social media management, video production, content creation, digital publishing
- **Technical:** Microsoft Office, WordPress, Canva, CapCut, InDesign, SEO Basics, Photoshop