

Sarah Taguiam

Prolific multimedia writer and editor with seven years of journalism and digital communications experience in North America, Europe and Asia

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JOURNALISM & COPYWRITING EXPERIENCE

EXPATICA

Associate Editor, Haarlem, Netherlands Nov. 2015 – Present

Write and edit sticky content for 10 European channels and South Africa with a focus on travel, immigration, and relocation. Serve as in-house copywriter for clients by creating tailor-made B2C and B2B content marketing articles, newsletters and EDMs that achieve clients' communication goals. Assist sales with reaching KPIs by optimising articles following SEO trends and keyword research, advising clients on how to enhance their content and executing campaigns to drive traffic towards their businesses. Develop new content by forging partnerships with bloggers and expat-related organisations. Manage CMS and online community while making videos, designing graphics and selecting strong images for posts.

VARIOUS CLIENTS & PUBLICATIONS

Freelance Copywriter, Editor & Journalist Global Jun. 2009 – Present

Copywrite and edit commercial articles that complement B2C and B2B marketing aims of clients like easyjet, BUPA Global, AXA PPP, Globality Health and BNP Paribas Fortis among others. Produce stories for news organisations such as Toronto Star, Canadian Immigrant and CEO magazine from initial pitch up to publication.

THE PHNOM PENH POST & PRINCETON IN ASIA

Sub-editor/Reporter & Media Fellow, Cambodia Oct. 2014 – Aug. 2015

Write and sub-edit news focusing on health, technology and education. Pitch fresh stories, coordinate field news coverage with Khmer staff and write compelling advertorials for international businesses in Cambodia while observing the paper's news integrity.

METRO NEWS INTERNATIONAL

Digital Reporter & Editor, Regina, Canada Nov. 2013 – Jul. 2014

Write stories for the newspaper and online articles that creatively employ various web tools to catch and retain a wide digital audience. Produce visuals like videos, photos or interactive web content to strengthen storytelling. Edit and promote stories in social media, monitor online channels for news trends and manage CMS.

THE PROVINCE

General Assignment Reporter, Vancouver, Canada Jun. 2013 – Oct. 2013

Write high-quality news articles and features focusing on technology, environment and health issues in Vancouver. File accurate breaking news stories, shoot and edit photos and video stories.

AGENCE FRANCE-PRESSE

Staff Reporter, Manila, Philippines Apr. 2013 – Jun. 2013

Write articles that have appeared in int'l news sites and Asia's most read dailies. File breaking online news in extremely tight deadlines and liaise with SEA bureau team to carry out major news projects.

TORONTO STAR

Staff Reporter, Toronto, Canada Sept. 2012 – Apr. 2013

Write about hyperlocal and national issues focusing on breaking news for Canada's most read daily newspaper. Monitor police scanners, social media accounts and constantly update blog.

ONSET MAGAZINE

Co-founder, Editor & Writer, Toronto, Canada Sept. 2012 – Sept. 2013

Found and create an award-winning digital magazine on Canadian tech start ups from inception until publication. Write short and long-form online content, and design magazine's layout. Build digital marketing strategy, set up website, and implement SEO.



COMMUNICATIONS & MARKETING EXPERIENCE

UNIVERSITY OF TORONTO

Communications Coordinator, Toronto, Canada Sept. 2010 – Nov. 2011

Write press releases and modernise online strategy through SEO and social media. Create newsletters, manage student blog and publicise events through email and peer-to-peer marketing. Organise conferences and other events to promote programs.

ADVANTIS COMMUNICATIONS

Public Relations Intern, Toronto, Canada May 2011 – Jun. 2011

Create multimedia content and run social media for B2B campaigns. Help develop customised digital strategy for clients and analyse and report campaigns' web analytics performance.

KAPISANAN CENTRE FOR ARTS AND CULTURE

Marketing Intern, Toronto, Canada Jun. 2010 – Sept. 2010

Write media releases promoting workshops, programs and the annual Kapisanan festival over social media and web platforms. Copywrite, distribute and design unique promotional materials.

ETHICS MEDIA

Online Marketing Associate, Toronto, Canada Sept. 2009 – Mar. 2010

Develop digital strategy to increase traffic for two start up sites offering iPhone and iPad wallpapers. Provide helpful criticism to assist in the websites' UX improvement and write catchy blurbs that follow SEO guidelines within the website and in social media to catch audience's attention and improve search rank.



RELEVANT SKILLS

Journalistic writing	● ● ● ●	Video and audio	● ● ● ●
Copywriting	● ● ● ●	Photography	● ● ● ●
Text editing	● ● ● ●	Various CMS	● ● ● ●
Multimedia editing	● ● ● ●	HTML/CSS	● ● ● ●
Social media	● ● ● ●	English	● ● ● ●
Digital marketing	● ● ● ●	Filipino	● ● ● ●
SEO/web analytics	● ● ● ●	Dutch	● ● ● ●
Communications	● ● ● ●	French	● ● ● ●



EDUCATION & AWARDS

UNIVERSITY OF TORONTO

Toronto, Canada 2009 – 2013

Honours B.A. Specialist in Journalism & Minor in English Literature

Graduated as magna cum laude and four-year recipient of Queen Elizabeth II scholarship and other in-course scholarships

CENTENNIAL COLLEGE

Toronto, Canada 2011 – 2012

Advanced Diploma in Journalism and Communication

MATADOR U

Online 2015

Travel Journalism

SOCIETY OF PUBLISHERS IN ASIA AWARDS

Phnom Penh, Cambodia June 2015

Excellence in Reporting Breaking News winner for HIV outbreak coverage



VOLUNTEER EXPERIENCE

Girls Learning Code, Mesh Web 2.0 Conference, Journalists for Human Rights, Canadian Association of Journalists, Hacks and Hackers and Canadian University Press among others.