

Luke Ettinger

Multimedia Storyteller

East Noel, N.S.

lukeaeettinger@outlook.com

(825) 345-3788

SKILLS

- Superior research, interviewing, and writing skills to produce informative and engaging media products
- Confident working with non-linear audio-video editors, website content management systems and graphic design software
- Proficient with tools like Search Engine Optimization and Artificial Intelligence to enhance online presence.
- Effective communicator who enjoys building and maintaining meaningful relationships
- Previous experience working with Canadian Press and other style guides.

EDUCATION

NSCC, eCampus - *Graduate Certificate*

SEPTEMBER 2023 - PRESENT

Enrolled in a Digital Marketing program

University of Guelph-Humber, Toronto - *Degree + Diploma Program*

SEPTEMBER 2018 - DECEMBER 2021

Earned an Honors Bachelor of Applied Arts in Media Studies from University of Guelph and Diploma in Media Communication from Humber College

CURRENT WORK

CBC News, Halifax - *Reporter*

SEPTEMBER 2023 - PRESENT

- Managing content for digital and broadcast platforms
- Pitching and producing original stories for broadcast and digital platforms
- Collaborating with colleagues to help cover breaking news

Guysborough Journal, Remote - *Local Journalism Initiative Reporter*

OCTOBER 2023 - PRESENT

- Working independently to cover civic issues in St. Mary's and Sheet Harbour.
- Pitched and produced original stories for print and digital platforms.
- Meeting or exceeding weekly story deadlines and quotas

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PAST EXPERIENCE

CBC News, Grande Prairie, AB - *Video Journalist*

AUGUST 2022 - AUGUST 2023

- Worked independently in a solo bureau alongside a team in Edmonton
- Pitched and produced original stories for audio, video and print platforms.
- Built and fostered relationships in Grande Prairie and across the region

Bell Media, Fort St. John, B.C. - *Radio Reporter and Videographer*

FEBRUARY 2022 - JULY 2022

- Produced and recorded morning radio news, sports, weather and traffic
- Wrote clear, consistent, concise and creative copy for broadcast and digital platforms
- Worked in a fast paced deadline driven environment while focusing on detail

CBC News, Toronto - *Associate Producer*

JUNE 2021 - JANUARY 2022

- Pitched stories for local, provincial and national CBC News current affairs radio programming
- Wrote clear and concise copy for the host to read on air
- Began as an intern with Ontario Morning and continued to work with the organization after the six week program concluded

PORTFOLIO

- PRINT: [Archaeologists unearth clues about life in an Alberta boom town from the early 1900s](#)
- VIDEO: [A proposed wind power project in northern Alberta is dividing neighbours](#)
- AUDIO: [Luke Ettinger, CBC News Grande Prairie Demo](#)

CERTIFICATIONS

Generative AI for Digital Marketers - *LinkedIn Learning*

SEPTEMBER 2023

Using Generative AI Tools to Research and Write - *LinkedIn Learning*

SEPTEMBER 2023

Introduction to WHMIS - *NSCC eCampus*

SEPTEMBER 2023

Introduction to NS OH&S Act - *NSCC eCampus*

SEPTEMBER 2023