

Paul Gorbould

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Career Goal:

To help media outlets find new and innovative ways to connect with Canadians and become their most important online destination.

Online Work Experience

Senior Producer, *CBC Digital Archives Website*
<http://www.cbc.ca/archives>

January 2002 – Present

The CBC Digital Archives site is Canada's most extensive online collection of historical audio and video, with over 12,000 clips in English and French. As Senior Producer, I manage a team of 8-12 journalists based in Toronto. Tasks include overseeing production assignments for all staff, editing site content, liaising with CBC's radio, television, new media, legal and communications departments, and planning and implementing a yearly budget. In previous years I have also written content for hundreds of clips, conducted copyright analysis, and managed usability testing, site design and database development.

Awards: EPpy Award for Video - Editor & Publisher/Mediaweek (2008); Society of American Archivists – Philip M. Hamer and Elizabeth Hamer Kegan Award (2008); Focal International Award (2006); Prix Italia (2003); New York Festivals Interactive Award (2003); Webby Awards (Finalist, 2006; Official Honouree 2008)

Web Producer, *Action Agents - CBC Television*

Jan. 2001 – Nov. 2001

As Web Producer I managed editorial content for a pilot interactive television show for children, a joint project of CBC Television and CBC.ca. My main function was to represent New Media on a creative team made up primarily of television personnel; I also worked with an outside production company on Flash design and backend deliverables, and hired and trained the online administrative team.

Senior Writer, *CBC4Kids*
<http://www.cbc.ca/kids>

July 1997 – Dec. 2000

CBC4Kids was CBC's groundbreaking website for children ages 8-14. In addition to designing and building the site, I coordinated all site content, including news, sports, books and science. I edited the work of several full time writers, as well as over a dozen freelance contributors.

Awards: Prix Italia special jury prize (1999)

Web Designer & Researcher - CBC Radio
<http://www.cbc.ca/radio/>

May 1995 – Dec. 1998

Beginning in 1995, I wrote and produced dozens of hour-long documentaries for CBC Radio's IDEAS program, and built websites for shows including *IDEAS*, *Vinyl Café*, *Global Village* and *Choral Concert*. I worked with radio producers to make sure their sites reflected each show's content, tone, personalities and audience. I also created and delivered live remote webcasts from music festivals in Stockholm, Berlin and Winnipeg.

Print Work Experience

Editor/Project Manager, *Burgher Books*

Feb. – July 1997

As the project manager of a small business book publisher, I edited and researched books for trade and corporate sales (clients included the Royal Bank of Canada and Guardian Insurance), as well as a number of multimedia projects.

Reporter, *Woodstock Daily Sentinel-Review*

Sept. – Dec. 1993

<http://www.woodstocksentinelreview.com/>

For four months I worked as a full-time city reporter on a volunteer basis. I wrote dozens of stories and briefs, conducted interviews, edited press releases and letters to the editor, and covered local events, court cases and public meetings. I also filled in as the paper's chief photographer, taking front-page photos and assembling a special Christmas edition.

Education:

Graduate School of Journalism, University of Western Ontario, London, Ontario. Completed Master of Arts degree in Journalism, specializing in radio and television, May 1995.

Trent University, Peterborough, Ontario. Completed Honours Bachelor of Arts degree in English and Political Studies, April 1992.

Russian Academy of Science: Institute of International Economic and Political Studies, Moscow, Russia. Completed summer course on contemporary Russian political and economic issues.

Woodstock Collegiate Institute, Woodstock, Ont. Completed O.S.S.H.G.D. (Gr. 13) diploma.

Skills and Training

- Track record of success managing major online media projects, with a focus on sites that bridge television and the internet.
- Proven journalistic experience and training: a solid news sense, keen editorial judgement and the ability to stay calm under pressure.
- Comfort and experience in building and managing teams of staff and freelance writers, programmers, designers and moderators.
- Extensive writing, editing, research and project management experience.
- Familiarity and work experience in all media lines: new media, radio and television.
- Management experience includes RFP writing, funding applications, budgets and annual reports, objective setting, user and focus group testing.

Software: Experience with and formal training on most popular word processing, graphics, desktop publishing, audio and video editing, databases and internet programs:

- Adobe products: Photoshop, ImageReady, Illustrator, Acrobat, Dreamweaver, Premiere, Audition, Flash, Fireworks
- Microsoft products: Word, Excel, PowerPoint, Project, Access, Outlook
- Multimedia software: Final Cut Pro, AnyStream Agility, Sound Forge, Dalet
- HTML: Internet Explorer, Firefox, Safari, Wordpress, Blogger, Moveable Type
- Statistics: HBX, Google Analytics, Sitemeter
- Mac and Windows operating systems

References & Portfolio: Available upon request.