

MURTZ JAFFER

MULTIMEDIA JOURNALIST

CONTACT

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🔍 murtzjaffer.com

CORE STRENGTHS

CHASE & SEGMENT PRODUCING
TELEVISION PACKAGE PREPARATION
INTERVIEWING
INVESTIGATIVE RESEARCHING
ON-CAMERA PRESENTATION
MULTIMEDIA STORYTELLING
COPYEDITING & PROOFREADING
HTML/SEO
NEWS & FEATURE WRITING
ENTREPRENEURIAL THINKING
PODCASTING
SOCIAL MEDIA NETWORKING

AWARDS & HONORS

REALITY ROCKS

SPECIAL ACHIEVEMENT IN REALITY
REPORTING 2011

CENTENNIAL COLLEGE

ALUMNUS OF DISTINCTION, 2008

PROFILE

Versatile, innovative and highly reliable Multimedia Journalist offers over 20 years of diverse experience across newspaper, magazine, television/radio broadcast, and online journalism environments. Delivers solid portfolio of features and stories covering entertainment, sports, travel, and high-profile national events. Takes great pride in consistently innovating and pushing the boundaries of traditional journalism, converging various media to weave dynamic and engaging narratives. Energetic and affable visionary brings proven success creating, producing and hosting Canadian television. An incomparable networker that is able to successfully leverage personal relationships to connect with the newsmakers of the day.

EXPERIENCE | CURRENT ROLES

CHASE PRODUCER

CTV News Channel | Toronto, ON | 2016 - Present

Exhibits 95% chasing success rate by playing a paramount role in finding, securing, and booking guests for CTV News Channel. A chase producer that is able to leverage an extensive personal resource base with a rich social media following to connect with intriguing guests and subject matter experts while operating in an extremely time-sensitive and deadline-driven environment.

- Channels creative outlook and assertive orator capabilities when working with staff producers to significantly contribute to the news of the day production.
- Offers penetrating ability to not only retrieve sensational news stories from around the world but to also deliver on guests (regardless of their geographic location) to supplement these stories and their coverage.
- Maintains up-to-date knowledge of domestic and international events by retaining an active presence on all social media platforms and through a vigorous engagement with a well-developed professional network across the world.
- Asserts professional reliability in securing guests, witnesses or expert speakers for the evening show by thinking outside the box to safeguard their accessibility at a particular time and location.
- Conducts detailed pre-interviews with potential guests to ensure their expertise is delivered in a broadcast-friendly manner.
- Adept to operating in a highly dynamic and demanding work environment, delivering across all key performance indicators while exhibiting a willingness to work outside office hours to ensure the best coverage.
- Consistently secures visual assets from the guests to run as B-Roll during their segments, resulting in a co-operative relationship with the video and presentation department.
- Exhibits professional confidence by pitching the most stories on a daily basis, delivering on all of them while cementing a reputation as the only chase producer that can find anyone remain in contact, paving the way for future booking opportunities.

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EXPERIENCE | CURRENT ROLES

CHIEF CONTENT OFFICER/ENTERTAINMENT EDITOR

Inside Pulse | New York, NY | 2004 - Present

Approached by the site creator to take on a leadership role, both creatively and as a manager, with this independent entertainment website covering music, movies, television, sports, comics, gaming, and wrestling news.

- Serves as the Entertainment Editor for the site, providing guidance to junior writers while personally contributing daily stories related to reality television and entertainment news.
- Recruits talent from the top journalism schools in North America to develop content for the site, ensuring fresh and innovative stories while helping students build their portfolios.
- Personally navigates high-profile red carpet events, including the finales of major reality television shows like The Voice and So You Think You Can Dance, as well as the Canadian television upfront presentations.

EXPERIENCE | BROADCAST JOURNALISM

FREELANCE STORY PRODUCER

Canada AM | Toronto, ON | June 2015 - 2016

Contributes to this top-rated national morning news program by preparing end-to-end news, lifestyle, cooking, entertainment, and music stories. Produces segments by selecting appropriate VTR elements, writing intros and extros, and setting up each story within the daily iNEWS line-up.

- Provides insight and ideas to daily story meetings, effectively blending current events and news topics to develop unique pitches for stories that are ahead of the curve and pique national audience interests.
- Builds narratives from a combination of assigned topics and original ideas, effectively supporting each segment with comprehensive research.
- Taps into an extensive network of contacts from coast-to-coast in Canada and the U.S. to chase prospective guests, leveraging strong relationships to secure people that are in high demand.
- Vets guests prior to their on-air appearances and prepares suggested interview questions for the hosts to use. Additionally crafts research packages to provide hosts with ample background information on said guests.
- Delivers on demanding expectations when working under the pressure of tight deadlines, consistently locking in guests while balancing multiple competing priorities.
- Nurtures and maintains relationships with guests, taking the time to follow up and remain in contact, paving the way for future booking opportunities.

HOST/CO-CREATOR/CREATIVE CONSULTANT

Reality Obsessed | Toronto, ON | 2007-2011

Fused passion for reality TV with sound television production prowess to co-create Reality Obsessed, a Gemini-award winning documentary series capturing my own successful foray in the realm of reality TV. The show aired for three seasons on both TVTropolis and the Global Reality Channel.

- Translated concepts from popular reality shows into dynamic and engaging episodes for the show, using a bookended question and discover format to give viewers a glimpse into the "reality" of reality TV.
- Drew on strong network of contacts to augment the show with guests from Big Brother, The Real World, So You Think You Can Dance and Project Runway.

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EXPERIENCE | BROADCAST JOURNALISM

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REALITY EXPERT

Global Reality Channel | Z103.5 FM | 570 News AM | Virgin Radio 99.9 FM
Toronto, ON | 2005-2011

Retained by the above stations as the on-air Reality Expert, provided weekly insight, commentary and spoilers about the hottest reality shows, in both live and pre-taped segments. This exposure led to a stint on the Global Reality Channel as the Resident Reality Expert across the channel's various media platforms.

FREELANCE PRODUCER

Entertainment Tonight Canada | Toronto, ON | 2006

Joined ET Canada as an intern, working under the Supervising Producer and putting a Canadian spin on day-of stories before being promoted to freelance segment producer.

- Chased and produced story segments by booking guests, setting up locations & conducting pre-interviews with subjects.
- Researched story context and prepared information briefs and questions for on-air talent, while contributing to the overall vision of the segments.
- Selected sound bites for the segments and collaborated with an editor to cut footage and bring vision to the screen.

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EXPERIENCE | ONLINE/MULTIMEDIA JOURNALIST

EDITOR

Weekendtrips.com | Toronto, ON | November 2012-2014

Initially applied for the role of copywriter in different branch of the company and was hired on as editor to galvanize a more editorial focus for this travel site. Sourced a team of local writers across the scope of coverage (Boston, Buffalo, Chicago, Detroit, Los Angeles, Montreal, New York, Ottawa, Philadelphia, Washington, and Toronto) to strengthen content authenticity.

- Spearheaded idea generation for the site, keeping a pulse on happenings in each of the cities to develop story ideas and guide writers on capturing reader interest; mentor's writers on SEO, photo editing, and writing standards.
- Leveraged SEO metric data to optimize new articles and posting strategy; moreover, improved article formatting by incorporating video and pictures to reflect online audience viewing patterns.
- Successfully achieved a balance between quantity and quality through superb workflow prioritization capabilities; additionally, sourced content through a third-party curation partner to augment original pieces.
- Researched and wrote long-form articles, applying both secondary and first-hand research to bring validity to the articles.

WRITER/VIDEO REPORTER

TOROMagazine.com | Toronto, ON | 2011-2012

Leveraged multimedia prowess to produce entertainment-related stories with strong Canadian content for this online magazine, successfully delivering both video and feature writing pieces targeted towards the site's 18-34 male demographic.

- Secured interviews with the entertainment newsmakers of today, including former Bachelorette star Jillian Harris, 90210 actress Shenae Grimes, America's Next Top Model Winner Lisa D'Amato, Hockey Night in Canada legends Don Cherry and Ron MacLean, and former Criminal Minds actor Thomas Gibson.
- Coordinated all the logistics of interviews from selecting a location through to conducting research, drafting questions and conducting interviews. Conducted phone consultations with subjects, transcribing content to write high-impact pieces.

FREELANCE WRITER | ENTERTAINMENT BLOGGER

TVGuide.ca | Toronto, ON | 2008-2009, 2007

Brought on board with the above media groups as a columnist and op-ed writer, producing 2-3 pieces per week on trends in television for TVGuide's Reality TV and News section and CTV's entertainment portal. Additionally wrote pieces to build up interest in various new programs.

REPORTER

ICON | Toronto, ON | 2006

Recruited by former professor to serve on the masthead of this local multimedia newspaper and Vlog, leveraging a keen nose for news to originate and pitch story ideas for online and print editions. Combined skills in broadcasting and writing copy to produce stories. During tenure with ICON, interviewed celebrities Ben Mulroney, Don McKellar, Tara Slone & Jason Priestley.

Early professional experience includes positions as a writer for ScoopsWrestling.com and The Sports Network.

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EXPERIENCE | PRINT JOURNALISM

FREELANCE WRITER

National Post | Toronto, ON | 2008-2009

Wrote weekly "What to Watch" column, providing National Post readers with commentary on diverse television offerings.

ENTERTAINMENT REPORTER

Toronto Sun | Toronto, ON | 2005

Achieved unprecedented success as an Entertainment Reporter with this Toronto-based newspaper by scoring the front-page story on the first week of the job.

REPORTER/MANAGING EDITOR

East Toronto Observer | Toronto, ON | 2004-2005

Cultivated newsroom experience while working as a reporter for this Centennial College-run paper, writing consistent, front-page quality work on issues that matter to a local East Toronto audience.

EDUCATION

HONOURS DIPLOMA IN JOURNALISM

Centennial College | Toronto, ON | 2006

Earned to mark in the program

HONOURS BACHELOR OF ARTS IN ENGLISH & POLITICAL SCIENCE

University of Toronto | Toronto, ON | 2003