

# Murtz Jaffer

*Accomplished Producer, Writer & Host*

✉ murtzjaffer@hotmail.com

📍 Toronto, Ontario

🌐 /in/murtzjaffer

💻 murtzjaffer.com

## Core Competencies

- Chase & Segment Producing
- Copyediting & Proofreading
- HTML / SEO
- Investigative Researching
- On-Camera Presentation
- Multimedia Storytelling
- News & Feature Writing
- Podcasting
- Television Package Preparation

## Awards

**Corus Newsie Award, Best Morning Show Content & Storytelling – “Grammy Granny”**  
2023

**Reality Rocks Special Achievement in Reality Reporting**  
2011

**Centennial College Alumnus of Distinction**  
2008

## Education

**Diploma, Journalism**  
Centennial College

**Honors Bachelor of Arts, English & Political Science**  
University of Toronto

## Profile Highlights

- **20+ years of cross-platform experience as a top contributing producer and writer for Canada’s most respected media outlets.**
- Broadens the boundaries of traditional journalism by using multimedia experience to weave dynamic and engaging narratives.
- Leverages expansive personal network to identify and procure high-profile guests for national outlets and networks.
- Incredible tenacity and can-do attitude proven through the maintenance of a 96% guest booking rate over the course of career.

## Professional Experience

**Associate Producer** | The Morning Show (Corus Entertainment), *Toronto, ON*  
2022 – Present

- Lead segment production by leveraging vast personal network of agents, managers, and PR reps to establish partnerships and book the most prominent Hollywood A-Listers along with the newsmakers of the day.
- Spearhead the production of both hard news and lifestyle content by coordinating celebrity junket interviews, cooking demos, TikTok ‘hot or not’ segments, and fashion pieces.
- Secured the first televised interview with the ‘Grammy Granny’ less than 12 hours after Reina Lafantaisie presented Harry Styles with the Best Album award at the *2023 Grammy Awards*.

**Freelance Writer** | Toronto Star, *Toronto, ON*  
2021 – Present

- Contribute special periodic feature stories to other areas of the paper including the Sports, Together, and News sections.
- Highlights include a special op-ed on the societal pressure to give caught foul balls to children at baseball games, a detailed feature on All Elite Wrestling, and easily digestible pieces on How To Make Friends and Toronto Garbage Club initiatives in the city.
- Wrote the weekly 'What to Watch' column for Canada's largest daily print newspaper with the biggest audience in the country (with over 952,000 average weekday print readers and 33.1 million monthly digital page views).

**Chief Content Officer & Entertainment Editor** | Inside Pulse, *New York, NY*  
2004 – Present

- Lead the creative and business operations for a high-traffic entertainment site with 2M+ monthly visitors to provide news coverage on trending topics related to comics, gaming, movies, music, sports, television, and professional wrestling.
- Sole writer on staff to complete one-on-one celebrity interviews, serving as a pivotal flagbearer in the site being able to find its footing in mainstream media by securing coveted red-carpet positions at major entertainment events including the *MuchMusic Video Music Awards*, and the *So You Think You Can Dance* and *The Voice* finales.
- Secured five exclusive interviews with Donald Trump leading to the former U.S. President referring to Murtz as the “King of Canada.”

# Murtz Jaffer

*Accomplished Producer, Writer & Host*

## Professional Experience Continued

**Associate Producer** | Global News Morning Toronto (Corus Entertainment), *Toronto, ON* 2022

- Personally recruited to join the *Global News Morning Toronto* team, after being lauded for superior guest chasing abilities.
- Approached to also chase produce for *Global National*, *The West Block*, and *The Morning Show* within the first week of landing at *Global News Morning* due to track record in quickly securing high-profile guests.
- Collaborated daily with three anchors and senior producer to ensure that the top stories of the day are delivered to viewers.
- Successfully pitched and created 'Fun Friday' approach toward the end of the week's broadcast as an opportunity to showcase lighter stories for viewers and to roll-out teasers during the week to garner interest in these special Friday segments.

**Chase Producer** | Nexus Communications, *Toronto, ON* 2021 - 2022

- Produced '*The Nexus Podcast*', an interview-based human resources program tackling thought leadership and the future of work by booking 10 business leaders for shows distributed to 10,000+ senior executives across North America.

**Freelance Writer** | TSN, CTV, TVGuide & eTalk.ca, *Toronto, ON* 1997 | 2007 | 2009 | 2021

- Composed 2-3 blog articles per week on television trends for TVGuide's 'Reality TV and News' section.
- Wrote numerous TV preview articles for CTV.ca.

**Segment Producer** | Insight Productions, *Toronto, ON* 2021

- Produced three interview segments for *Rick Mercer's New Year's Special* on CBC by taking the lead on sourcing and pre-interviewing guests, pitching original segments, and facilitating equipment procurement.

**Senior Chase Producer** | CTV News Channel, *Toronto, ON* 2016 – 2021

- Exhibited a 95% chase success rate and played central role in finding and securing 5-12 guests per day for a national news network.
- Co-created a weekly 'Mind The Gap' segment which featured millennial and baby boomer panelists discussing issues of the day.
- Recognized for regularly planning the most popular segments on the CTVNews.ca website, pieces that consistently trended on the Chartbeat traffic monitoring system.

**Associate Producer (Sole Segment Producer)** | Pop Life (Season 3, 12 Episodes), *Toronto, ON* 2018

- Led the coordination and booking of featured guests by leveraging industry reputation to convince panelists to participate in the program and to visit the studio in-person to conduct their interviews.

**Freelance Story Producer** | Canada AM, *Toronto, ON* 2015 – 2016

- Contributed to a top-rated national morning news program by preparing end-to-end news, lifestyle, cooking, entertainment, and music stories.

**Editor** | Weekendtrips.com, *Toronto, ON* 2012 – 2014

- Established an editorial focus for a new travel website by conducting extensive market research on competitor sites to help establish an original narrative for the start-up.
- Built and managed a high-performing team of writers across Canada (Montreal, Ottawa, Toronto) and the U.S. (Boston, Buffalo, Chicago, Detroit, Los Angeles, New York Philadelphia, and Washington) to strengthen local content authenticity.

# Murtz Jaffer

*Accomplished Producer, Writer & Host*

## Professional Experience Continued

**Writer & Video Reporter** | TOROMagazine.com, *Toronto, ON* 2011 – 2012

- Leveraged multimedia prowess to produce entertainment-related stories with strong Canadian content for an online magazine.

**On-Air Reality Expert** | Global Reality Channel, *Toronto, ON* 2010 – 2011

- Provided weekly insights, spoilers, and commentary for top reality shows including *Survivor*, *Big Brother*, and *The Amazing Race* as official spokesperson for the 24/7 reality channel.

**Host, Co-Creator & Creative Consultant** | Reality Obsessed, *Toronto, ON* 2007 – 2011

- Fused passion for reality TV with sound television production expertise to co-create *Reality Obsessed*, a documentary series capturing personal foray in the realm of reality TV.
- Gemini-award winning series ran for 3 seasons on TVTropolis and Global Reality Channel.

**Freelance Writer** | National Post, *Toronto, ON* 2009

- Wrote the weekly 'What to Watch' column to provide 4.5M+ weekly digital and print National Post readers with insightful and educational commentary on diverse television offerings.

**Freelance Producer** | Entertainment Tonight Canada, *Toronto, ON* 2006

- Chased and produced entertaining story segments on high-profile guests including Jennifer Lopez and the Royal Family as part of the breaking news team while also producing exit interviews with all the evictees from *Survivor: Panama*.
- Was promoted to freelance producer only two months after being brought on as an intern.

**Entertainment Reporter** | Toronto Sun, *Toronto, ON* 2005

- Successfully secured front-page story on first assignment by finding Toronto's biggest Star Wars fan in less than 24 hours.
- Wrote several high-profile features including an interview with Shawn Ashmore for *Earthsea*, 10 reasons why Alanis Morissette getting a star on Canada's Walk of Fame is ironic, and breaking story about a B.C. store accidentally selling Harry Potter books before its global release date.

**Reporter & Managing Editor** | East Toronto Observer, *Toronto, ON* 2004 – 2005

- Wrote top stories of the day on diverse local topics including articles on the area's parking pad crisis and the McGuinty government's \$11.6M plan to purchase safer medical equipment for Ontario hospitals.
- Set the Centennial record as the only student reporter to achieve front page of each East Toronto Observer print issue during tenure.