



10,000 likes

# EVA OSEEN

evaoseen.com

## Profile

A creative, energetic and passionate producer, journalist and digital marketing content creator with a degree in Professional Communication with a double minor in Politics and News Studies at Toronto Metropolitan University. I'm well versed in social media management, online content curation and digital marketing strategies. I've worked in leadership positions and volunteered in the community; I'm eager to learn and try new things while seeking new experiences where I can achieve my full potential

- 437-229-3554
- evaoseen2001@gmail.com
- Toronto, Canada

## Education

Toronto Metropolitan University  
Honours Bachelor of Arts - **Professional Communication**  
double minor in **News Studies** and **Politics**

## Awards

- 2019-2023  
**Deans List**  
4.0 GPA  
Toronto Metropolitan University
- 2019  
**Valedictorian**  
High School Graduation

## Work Experience

- Jul 2022 - now  
**Digital Host and Content Curator**  
Yalla Let's Talk
  - Conceptualize and develop content for @yallaletstalk on Instagram, TikTok, and Snapchat
  - Host, research, write and produce news formatted videos related to media, politics, and entertainment as well as interview guests for various videos
  - Produce, edit, post, and schedule content for social media platforms
  - Create and manage social media content for various guests including musicians, singers, activists, influencers, and record labels like Universal Arabic Music and Issam Alnajjar
  - Since joining, my content has received an average of 100,000 viewers including engagement from celebrities like Bella Hadid, Mohammad Hadid, Hiba Tawaji, Elyanna, Wassim Slaiby, Maluma, Mo Amer, Luis Fonsi who have liked, reposted and shared my content
- Sept 2020 - now  
**Digital Marketing Vlogger and Content Creator**  
Toronto Metropolitan University (formerly Ryerson University)
  - Create content that shares TMU/Ryerson student experiences through a weekly video vlog, blog post and social media content (Instagram posts, reels and stories, TikTok and Snapchat).
  - Curate content that spotlights students on campus, campus events, Toronto-centric content and weekly creative content intended to engage and connect with students.
  - Led the development of the TikTok account (@whyryerson/@choosetmu), producing original content and leading the account to reach half a million views within the first post.
- Jan 2023 - now  
**Research Assistant**  
Toronto Metropolitan University (formerly Ryerson University)
  - Co-author alongside Prof Katty Alhayek on scholarly Handbook on Arab Cinema by Routledge published in Stockholm University with a focus on Arab Women's Filmmaking in the Aftermath of the Uprisings
  - Transcribe, interview and research through data collection & analysis
  - Write chapters and research Middle Eastern history with a focus on film and woman's rights

## Skills

Social Media



Creative



Video Creation



Public Speaking



Leadership



Adobe Premier/Photoshop



Organization



Microsoft Office



## Extra-Curricular

- Student Council President – High School
- Basketball Team Captain
- Me to We
- School Newspaper Editor
- Class President
- Theater – lead in 4 school plays
- ProCom Course Union
- Georgetown University Conferences
- Summer Camp Counselor – Trinity Community Centre

## Portfolio



[evaoseen.com](https://www.youtube.com/evaoseen.com)



[linkedin.com/in/evaoseen](https://www.linkedin.com/in/evaoseen)

## Work Experience (Continued)

Apr 2021

May 2022

### Producer

Gonez Media Inc.

- Pitch, research and investigate intriguing local/national/international news stories
- Develop, create and write scripts for "The Brandon Gonez Show" and "News You Can Use" which have generated over 7 million views
- Host the "News You Can Use" show alongside Brandon Gonez
- Develop a series called "Explainer" videos in which I have produced over 15 episodes and hosted with Brandon Gonez
- Create, edit, post and schedule stories to social media (Instagram, Facebook, Twitter, LinkedIn)
- Led the development of our TikTok account, generating videos that surpassed 3 million views and gaining over half a million followers within two weeks
- Generate content ideas, schedule shoots, chase and pre-interview sources and guests as well as various other pre-production activities
- Produce over 100 episodes, achieving over 200 million impressions and over 1 million engagements within one year
- Outreach and interview guests for weekly episodes

Nov 2016

Nov 2018

### Juror – Ajyal Film Festival

Ajyal Youth Film Festival

- Participate as a juror in the one-week film festival that showcased films from around the world
- Responsible for watching the films, interviewing filmmakers and actors (Tom Felton, Evangeline Lilly) and discussing all aspects of film production

Nov 2017

Apr 2018

### Social Media Coordinator

Qatar Happening Magazine

- Manage all social media accounts for the magazine (Instagram, Twitter, Snapchat, Facebook, etc.)
- Generate content for readers online, covering events and interviewing guests for stories
- Engage with a variety of stakeholders and aid in the marketing of the company
- Write, research and edit blogs and columns

Jun 2017

Apr 2018

### Marketing and Events Coordinator

This is Qatar, Social Media and Marketing Company

- Manage all social media accounts and create content for daily postings on platforms like Instagram, Twitter, Snapchat, Facebook
- Manage operations of events including creating proposals, engaging with clients, and attend events on behalf of the brand
- Create content for events and promotion for various companies
- Work closely with clients on PR, marketing and digital media strategies