



✉ alina.jaffer@torontomu.ca

📍 Toronto, Ontario

🌐 <https://www.afj03.com/>

SKILLS

- SEO
- Adobe Creative Cloud (InDesign, Photoshop, Premiere Pro, Audition)
- HTML
- CP Style & AP Style
- Wordpress
- Tracking Social Media Trends
- Clerical Work

EDUCATION

BACHELOR OF JOURNALISM

Toronto Metropolitan University (TMU)

September 2021- December 2024

- 4.1 GPA

SEMESTER EXCHANGE

City University of London

January 2024 - May 2024

NYU VISITING

STUDENT SEMESTER

New York University

July 2023 - August 2023

- 4.0 GPA

Alina Jaffer

LIFESTYLE AND CULTURE WRITER

PROFILE

Alina is a passionate lifestyle and culture journalist with a Bachelor of Journalism from Toronto Metropolitan University. Her experience conducting interviews, tracking trends and applying engagement strategies makes her an asset to any editorial team. Alina also studied pop culture writing at New York University.

EXPERIENCE

FREELANCE WRITER

September 2024 - Present

- Pitched and wrote timely stories for the Toronto Star's life and opinion sections. Published in-print and online.
- Pitched and wrote articles for The Globe and Mail, Collider, Anthroposphere: The Oxford Climate Review and many more.

EDITORIAL INTERN, TODAY'S PARENT

September 2024 - December 2024

- Fact-checked and updated articles for clarity and correctness.
- Conducted interviews and wrote health, pregnancy and wellness features.
- Wrote plenty of commerce stories and packages, including the 2024 Today's Parent [toy guide](#).

FREELANCE COPYWRITER

December 2023 - Present

- Writes newsletters, email blasts and website copy for Heirloom Beauty.
- Writes product fact-sheets and press releases for a Toronto-based consulting company.
- Adept at adjusting writing style to best engage a client's target audience.

SOCIAL MEDIA MARKETING INTERN, RESET MSM

April 2024 - July 2024

- Created on-brand graphics for Twitter, Instagram, LinkedIn and Facebook posts using Canva.
- Remotely managed editorial calendar for the marketing team..
- Edited social media copy for readability, impact and accuracy.