

Ahmar Khan

ahmarkhannews@gmail.com ❖ (905) 330-4913 ❖ Toronto, ON. M6K 0H4

WORK EXPERIENCE

Global News Toronto

Sept 2021 – Mar 2024

Digital Broadcast Journalist (Contract – Temporary)

Greater Toronto Area + National

- Broke international news story on Keffals being arrested at gunpoint by London Police Service - followed by CNN, Washington Post, NBC News + more
- Nominated for videojournalist of the year award after pitching, shooting and editing an entirely original story about cricket in parking lots
- Worked independently, mastering iNews, Edius, WordPress, Stratus and other services
- Worked with the leadership team to discuss rollout strategies for stories across the network
- Partnered with the Corus marketing team to develop strategies to grow audiences, implement community visits, expand the user feedback line, and represent the brand at public events
- Assisting editorial leaders with DEI initiatives implemented throughout the entire company, bolstering inclusivity and understanding
- Had seven of the top-performing video and digital assets across the entire Global News national website—none were breaking news stories.
- Broke several major stories surrounding Ontario's Greenbelt, union strikes, police incidents
- Contract renewed three times and offered senior editorial roles within the company.
- Shot, edited and gathered daily materials for broadcast and online, often solo.

CBC News - Winnipeg, Ottawa

Nov 2019 – Sept 2021

Reporter/Editor (Contract – Temporary)

Winnipeg, Ottawa + National

- Covered Justin Trudeau's Blackface story, locally and nationally for CBC News
- Nominated for feature award by RTDNA - Frozen Streets - multi-platform story in a homeless man surviving winter
- Covered homicide and major crime in the city, including theft at grocery and liquor stores
- Hosted the Grey Cup coverage celebration, afterparty for CBC Gem
- Covered the Ottawa Senators, Winnipeg Jets, Winnipeg Blue Bombers and NFL Game in Winnipeg
- Regularly covered at least one story for local news and an additional live element
- Lead local TV reporter in both cities - covered provincial and federal elections
- Worked with an investigative unit on stories exposing lawyers of unethical practices
- Developed relationships with leaders and executives of inner-city programs and cultural organizations

Freelance Journalist (Yahoo News, Toronto Star, Guardian)

Mar 2022 – Present

National Affairs Writer

Toronto, ON

- Independently worked with little to no direction on stories for Yahoo News Canada, focusing on COVID-19. I wrote stories of the day, enterprise angles, and original story ideas.
- Writing about issues related to race, class and politics – and the intersection
- Covering foreign affairs for the Guardian, Yahoo News (India-Canada relations, Canada's foreign policy)

Carleton University, Toronto Metropolitan University and Seneca Polytechnic

Aug 2021 – Present

Journalism Instructor

Toronto, ON

- Taught students across various colleges how to write, create content and engage audiences effectively.
- Had students leave class and immediately secure roles within the broadcast industry and marketing, still while completing their programs
- Edited work of 40 students at any given time, improving their syntax, structure and skills as writers
- Worked with students on establishing news sense, finding and sourcing local stories
- Organized cohort of news leaders to critique and evaluate students' work

CTV National News and NewsChannel

Apr 2017 – Nov 2018

National Affairs Writer

Toronto, ON

- Working at the hub of Canada's largest private broadcaster - I produced interviews, chased guests, wrote scripts for anchors and helped package stories for national reporters
- Worked in six different roles, including visual presentation, writing, producing, chase producing, lineup, and network assignment coordinator
- Beats included federal politics, NAFTA, sports and breaking news
- Was the lead associate producer for all Trump-related coverage for the network

Ontario Public Service Employees Union

Apr 2024 – Present

Communications Officer – Digital Strategy, Internal/External Comms, Media Relations

Toronto, ON

- Produced communications materials for the LCBO campaign against the Ford government
- Helping run the social media for OPSEU accounts across Twitter, Meta
- Advising and preparing briefs for the President and First VP's media events
- Engaging with locals to strategize on digital media plans, capturing their voice
- Utilizing WordPress, Constant Contact, NewMode and other digital platforms, sites
- Led the Ontario Science Centre communications, collaborating with community groups and stakeholders

Hassan Phills Comedy

Sep 2024 – Present

Executive Producer – Digital Strategy, Marketing Campaigns, Content, Management

Toronto, ON

- Produced and organized the biggest show of comedian's career, securing \$20,000 in partnerships with international brands (Muzz, Guru, Xbox) while being responsible for merchandise, staffing, liaising with venue, content and merchandise
- In one event, the comedian made over \$100K in revenue by selling out two shows in one night.
- Secured international brand campaign deal with Guru Energy, alongside NBA Raptor Grady Dick
- In 8 months, increased revenue by 200% by leveraging social media growth and engagement
- Social media growth on TikTok and Instagram led to an additional 150K followers across both platforms in 8 months.
- Strategized on content creation and jokes, along with providing video editing and implementing growth strategies on the content rollout
- Grew the team from a sole proprietorship to having three part-time staff on hand, further supporting growth
- Booked and sold out a tour in London, U.K., in November 2023 during the comedian's first trip

EDUCATION

British Columbia Institute of Technology

June 2016

Diploma in Journalism and Communications

PROJECTS

Ahmar Khan Media

2019 – Present

Inclusive Journalism Credential for New Canadian Media and Seneca College

- Project Management – Led the design, budgeting, pilot, launch, SOP creation and enterprise integration of Inclusive Journalism Credential for New Canadian Media.
- Manually wrote and created segments for guest instructors and others to use within the industry - has been used by the CBC, Village Media Group, and Black Press.

Content and Strategy for JoyBox Media

- Served as an outside advisor of content and strategy for JoyBox Media, helping create content strategies for Instagram and Snapchat to increase growth across channels
- Saw audience growth of 48% within six months of implementation of the strategy
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Eidiot Mubarak Showcase

- Served as Executive Producer of the show, overseeing finances, talent agreements, secured sponsorships
- Took the comedians from revenues of \$10,000 evenings to \$127,000+ in under eight months through strategic partnerships, leveraging ticket bundles and understanding market prices for tickets
- Oversaw Meta Business Suite Ads, campaign strategy around graphics and video assets and content rollout

Global News

2021 – 2024

OTT Network and Youtube

- Helped grow and work with Global News' largest growing channel, OTT, direct-to-consumer with ideas on content.
- Advised senior leadership on editorial content strategy, audience retention and growth strategies, and implementing advertisements, which saw 11% year-over-year growth.
- Helped YouTube reach 4 million followers by curating content with better rollout schedule and more precise headlines, better use of lead images

Global News National Site

- Worked with technical team to bring in artificial intelligence to better curate content
- Led improvements of click-through between local and national sites
- Overhauled video content to be streamlined and more involved - increasing revenue for the company

SKILLS & INTERESTS

- **Skills:** Project Management, Content Strategy, Digital Strategy, Marketing, Writing, Editorial Leadership, Research, Video Editing, Building Relationships with vendors and companies, Advising companies on content strategies, Presenting to public and large groups, Solution-oriented goals, Content Creation, Event Management
- **Technical Skills:** WordPress, CMS, Google Suite, Meta Business Suite Ads, Adobe Creative Suite, Microsoft Suite, SharePoint, Social Media
- **Languages:** English (Fluent), French (Beginner), Urdu (Fluent), Hindi (Intermediate), Punjabi (Intermediate).
- **Interests:** Foreign Affairs, Geopolitics, Reading, Ice Hockey, Weightlifting, Running, Television/Film.