

ANA GAJIC

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PROFESSIONAL PROFILE

At heart, I am a storyteller. A journalist by training and a communications professional by trade, I have a keen curiosity and eye for detail, a love for talking to people and a knack for telling meaningful stories to engaged audiences.

EXPERIENCE

University Health Network • Toronto, ON • Oct. 2015 – Present

Public Affairs Associate and Social Media Lead

- Create, implement, monitor and measure targeted digital strategy for all social media assets of Canada's leading research hospital
- Grew organization's social media audience by 60% over two-year period
- Pitch, create and package multimedia content for internal and external use, such as videos, photos and web copy for stories
- Advise senior leadership and internal groups on online strategy

Successes: Implemented first SharePoint social content calendar; Launched live broadcasting platforms such as Facebook Live with 7,000 views on [first broadcast](#); Created media packages for [world-first](#) & [Canadian-first](#) procedures

University Health Network • Toronto, ON • Sept. 2014 – Oct. 2015

Public Affairs and Communications Assistant

- Proactively pitch stories to the media and respond to reactive requests
- Counsel senior leadership on corporate initiatives
- Research, write and package web stories and social media content
- Shoot and edit high-quality video and photos for targeted distribution

Successes: Pitched [story of young cancer patient](#) to City News; Coordinated national, international media for Multi-Organ Transplant Program; Led [campaign that encouraged 21% increase in staff flu vaccination](#)

University Health Network • Toronto, ON • May 2014 – Sept. 2014

Peter Munk Cardiac Centre, Communications Intern

- Produce, edit and distribute online newsletter for internal audiences of over 800 people: coordinate submitted information and stories
- Build social media strategy and implement measurement tactics

CKCU FM • Ottawa, ON • May 2013 – May 2014

[Welcome to My World Radio Show](#), Production Assistant

- Identify communications delivery channels for stakeholder groups
- Support development and promotion of the show, created for, by and about people with disabilities
- Proactively monitor ongoing and emerging issues to find stories

PROFESSIONAL SKILLS

- Communications strategy
- Project management
- Team leadership
- Targeted digital campaigns
- Social media marketing
- Oral and visual presentations

TECHNICAL SKILLS

- Full proficiency in English and Serbian
- Conversational in French
- Experienced in video, audio and photo editing software
- Skilled photographer and videographer
- Expert at social media community management
- Proficient in every version of Microsoft Office

EDUCATION

University of Toronto,
Continuing Education, Digital Strategy and Communications Management (*One course*)
2015

George Brown College,
Continuing Education, Social Media Marketing (*Two courses*)
2014 - 2015

Carleton University –Bachelor of Journalism, Minor in French and Gender Studies
2010 – 2014

ACHIEVEMENTS

- Hootsuite Certified Professional, 2015
- Senate Medal for Outstanding Academic Achievement, Carleton University, 2014