

Marriska Fernandes

WORK EXPERIENCE

Contributing Writer **The Toronto Star**

Aug 2021 - Present

- Secures and provides entertainment coverage of streaming and theatrical releases, including interviews with talent and filmmakers

Contributing Writer **Exclaim.ca • Complex.ca • EverythingZoomer.com**

Aug 2021 - Present

- Provides entertainment content, movie and TV reviews and talent interviews

Podcast Host **Telefilm Canada**

Jun 2021 - Present

- Hosts exclusive interviews with Canadian icons along with a sneak peek on what goes on behind the scenes while exploring the cultural contributions made by the Canadian film industry

Contributing Writer **Yahoo.ca**

Oct 2020 - Present

- Reports on lifestyle and entertainment content
- Covers new collection drops, product launches, new movies and TV etc
- Writes round-ups for beauty and style essentials and monthly streaming content

Assistant Editor & Online Correspondent **Tribute Entertainment Media Group**

Jul 2013 - Jul 2021

- Conducts on-camera interviews with actors, directors and other industry talent
- Interviews talent on the red carpet and produces segments for digital and social
- Research, writes and produces entertainment news stories for tribute.ca and the network sites
- Reviews movies and TV series to support theatrical, streaming and home entertainment releases
- Makes sure content is always optimized for SEO and keeps sites updated with posters, synopses, biographies etc.
- Garnered relationships with major studios, TV networks, and publicity firms for celebrity access, including Canada-exclusive interviews with Daniel Radcliffe and Kate Beckinsale
- Reports and provides coverage from many press events, including set visits, international junkets and movie premieres
- Executes content strategy and produces high traffic entertainment coverage for tentpole events, including TIFF, Oscars, Golden Globes, Grammys and Emmys
- Responsible for ensuring most popular streaming content was covered across our platforms, which directly increased traffic, page views, new users and increased revenue
- Creates & analyzes monthly comScore and Google Analytics reports for senior management
- Assists in the production of the weekly email newsletter, Moviemail
- Manages Tribute's social media platforms, including Facebook, Twitter & Instagram
- Liaises with studios to carry out national contests for our national network sites
- Represents the team at industry events

Contributing Writer **Anokhi Media**

Feb 2013 - Present

- Covers South Asian entertainment shows, films and celebrities
- Writes product reviews and monthly trending hot lists
- Reports on fashion trends every season

Contributing Writer **Huffington Post Canada**

Aug 2017 - Aug 2018

- Reported on fashion, beauty and lifestyle trends

Web Editorial Intern / Contributing Writer **iVillage.ca**

Aug 2012 - Feb 2013

- Responsible for syndicating content from partner sites and for updating our website regularly
- Created original articles and sponsored articles using Content Management System (Drupal)
- Optimized for keywords to enable better Google search ranking (SEO content)
- Interviewed personalities like Nelly Furtado, Julia Cyboran (Editor-in-Chief, Loulou Magazine), Veronica Chail (TV Host), fashion bloggers and more
- Nelly Furtado interview piece was selected by Universal Music Canada to appear in their weekly newsletter that has a 100K readership
- Liaised with third party representatives for interviews and partner content
- Live-tweeted during award season for iVillage Canada to increase community engagement

Editorial Intern / Contributing Editor **Trendhunter.com**

Sept 2011 - Mar 2012

- Published articles on various topics including fashion, photography, business and pop culture
- Interviewed bloggers and published several articles for the Spring issue 2012
- Received a certificate in 'Digital Journalism and Social Media' from Trend Hunter Academy
- Received 'Viral Content Award' for publishing over 650 articles on fashion, lifestyle, pop culture, technology, design and photography that received over 3,000,000 views
- Coordinated social media forums on sites like Facebook, Twitter and LinkedIn

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SUMMARY

Marriska Fernandes is a Toronto-based entertainment journalist, host and film critic. As a host, Marriska has interviewed many actors and filmmakers, and travels around the world to cover international movie junkets and set visits. She also writes celebrity and movie news, and reviews the latest movies. She also covers television shows, and quite often, you'll find her binge-watching an entire series on end. She continues to cover the Toronto International Film Festival every year, watching and reviewing films, covering red carpets, producing video content and interviewing talent.

SKILLS

Extremely knowledgeable, well-versed and passionate about entertainment, pop culture and the Canadian film industry

Demonstrated organizational skills in a fast-paced, deadline-driven environment

Strong research, reporting, writing, editing and interviewing skills

Excellent verbal and written communication skills

Solid understanding of SEO and keywords, especially for headlining stories

10 years of experience in online, digital and social media

Works well independently and collaborates successfully within a team

Always takes initiative and demonstrates high attention to detail

Demonstrated time management skills and can easily multi-task

Technically competent with different Content Management Systems

Member: Critics Choice Association

EDUCATION

University of Wollongong

Bachelor of Commerce

Honors

2007 - 2011

- Finished Top 5% in the faculty, earning Dean's Merit List
- Received Merit Scholarship for outstanding academic performance