

Caitlin Yardley

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Strategic media and communications specialist with cross-continental experience in journalism, digital marketing, and public affairs. Proven success delivering high-impact content, shaping political narratives, and leading media strategy for global organizations including AFP, the United Nations, Airbnb, and Canada's leading political outlets. Dual UK-Canadian citizen, well-versed in navigating international media systems, SEO-driven messaging, and digital campaigns.

Specialisms: Video & Content Strategy | SEO | Social Media Management | Digital Storytelling |

Experience

Video Producer for Social Media Unit - Agence France-Presse (AFP)

London, United Kingdom | December 2023 – Present

- Produced high-impact short- and long-form videos on global affairs, collaborating across AFP's international bureaus.
- Created real-time, reactive short-form vertical videos, ensuring timely and accurate coverage of breaking news stories.
- Managed strategic content moderation for a 2M+ YouTube subscriber base, particularly during crisis events.

Freelance Political Journalist

Montreal, Canada | February – October 2023

- Published policy and political analysis with iPolitics, QP Briefing, and Lobby Monitor, reporting on legislative developments, budgets, and elections.
- Scripted news segments and economic explainers for FUBAR Radio and Invercio, simplifying complex policy for mass audiences.

Business Reporter - The Canadian Press

Montreal, Canada | September – December 2022

- Reported on major economic trends, transportation policy, and fiscal developments affecting Canadian industry and government.
- Translated complex financial data and regulatory changes into accessible stories for national audiences across digital, print, and broadcast.

Editorial Assistant - WhoWhatWhy

Remote Work | February – August 2022

- Partnered with Ukrainian journalists during the Russian invasion of Ukraine, contributing to the production of news articles and video features.
- Monitored real-time news via platforms, including Telegram and WhatsApp, developing compelling story pitches from primary sources.

Journalism and Marketing Intern - United Nations (ICAO)

Remote | June 2021 – January 2022

- Wrote and distributed articles, newsletters, and social media posts to promote key aviation events, working closely with policy and marketing teams on net-zero initiatives.
- Monitored campaign performance and engagement analytics, presenting recommendations for optimising future communication strategies.

Associate Producer - Postmedia / Google Gen Z Initiative

Toronto, Canada | June 2019 – January 2020

- Contributed to a Google-backed project producing YouTube videos tailored to Generation Z audiences across Canada.
- Reviewed audience analytics to adjust creative direction, driving higher engagement on topics such as climate movements and federal elections.

Outreach Coordinator - Airbnb

Montreal, Canada | April 2018 – September 2019

- Directed link-building efforts for Airbnb's premium services across 5,000+ travel blogs, ensuring brand compliance and maximising online visibility.
- Supervised content quality, paid advertisement placements, and the allocation of a monthly budget of approximately \$32,000.

Education

University of Leeds | Leeds, United Kingdom

Master of Arts, International Journalism | September 2021 – November 2022

Concordia University | Montreal, Canada

Double Bachelor of Arts, Journalism and Political Science | September 2016 – June 2020