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# GABRIELLA LAHTI

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## WORK EXPERIENCE

**Svenska Dagbladet, Stockholm, Sweden**  
**Podcast producer**

**Sept 2021–March 2022**

Producer at “Dagens story”, a daily news podcast by Svenska Dagbladet.

*Key Responsibilities:*

- Working closely together with the reporter and editor in chief in regards to script writing, researching and pre-production
- Recording in studio environment
- Editing the podcast
- Publishing the podcast

**Gabriella Lahti Media, Stockholm, Sweden**  
**Podcast producer**

**July 2015–Aug 2021**

My company focuses on creating podcasts and/or radio stories for clients such as Aller media, Sveriges tidskrifter, Bonnierförlagen, Nent, The World Economic Forum, and others.

*Key Responsibilities:*

- Podcast producer; writing scripts, booking guests, recording, editing and launching podcasts via different platforms.
- Managing podcasts with different themes and hosts.
- Producing sponsorship advertisement for podcasts.

**Fokus – Sveriges nyhetsmagasin, Stockholm, Sweden**

**August 2016–May 2018**

Fokus is a Swedish-language weekly news and current affairs magazine, which has been awarded the Swedish Publicists' Association's grand prize.

*Key Responsibilities:*

- Web editor; overlooking the news articles online and preparing the weekly print magazine.
- Responsible for updating the content online such as articles and columns as well as preparing, packaging and sending out the newsletter.

**World Economic Forum, Geneva, Switzerland**  
**Podcast producer**

**April 2015–June 2016**

The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation. The forum is best known for its annual winter meeting in Davos, which brings together some 2 500 top business leaders, international political leaders, selected intellectuals and journalists to discuss the most pressing issues facing the world.

*Key Responsibilities:*

- Podcast producer; writing script, editing and packaging podcasts for online distribution at Weforum.org.
- Responsible for the weekly podcast aired on “Agenda” – at The World Economic Forum.

**News55, Stockholm, Sweden**  
**Media producer**

**July 2015–August 2016**

News55 is an online news site covering current affairs with a special focus on news for an audience that have reached the age of 40 years old.

*Key Responsibilities:*

- Editing online content and podcast radio; responsible for recordings and content publishing.
- Online editor; preparing, packaging and sending the weekly newsletter with audio and other online

**Greenhill Relations, Stockholm, Sweden**  
**Media producer**

**May 2013-March 2015**

Greenhill Relations is a PR- and communications consultancy. Greenhill Relations offer services in communication and media relations to a large number of companies and organisations. Examples of customers are Cadillac, CNN, Cision, Bonnier, Swebus, LO, Unionen and Posten.

*Key Responsibilities:*

- Project manager; developing successful podcasts for clients from the first brainstorming session to the finished product. Being in charge of all contacts regarding the podcast projects, the schedule and in charge of the social media for the client. Monitoring the outcome of the podcasts in terms of social media reach.
- Producer; planning, producing, editing and publishing podcasts for clients making sure the podcast is spread throughout the media landscape.
- Social Media strategist; making sure clients are up to date with their channels and in some cases – overtaking their social media channels for a period of time.

I have represented Greenhill Relations in various keynote speeches about podcast producing, B2B and B2C.

**Nyheter24 (News24) | News Department, Stockholm, Sweden**  
**News Director**

**May 2012-May 2013**

Nyheter24 is a news site that belongs to the Nyheter24 Gruppen (News24 Group), which is the third most visited site in Sweden. Nyheter24 produces hard news, longer features, web TV, podcasting and columns.

*Key Responsibilities:*

- Accountable for the editorial team consisting of ten reporters.
- Accountable for editing and publishing news stories.
- Writing news stories and publishing them.
- Contact person for the team of journalists.
- In charge of all the Nyheter24 social media channels.

**MTG | Radio 1, Stockholm, Sweden**  
**Producer/host of "Online"/ News Reporter**

**September 2011-May 2012**

Modern Times Group (MTG) is an international entertainment broadcasting group which include TV, radio and content production businesses.

*Key Responsibilities:*

- Accountable for the weekly show "Online" with myself as a host, producer and editor.
- Accountable for publishing "Online" on air and online.
- Managing the show's social media content.
- News reporter at four different radio channels on the FM network; producing, recording and airing radio news.

**ABC Radio International | 360 Documentaries, Sydney, Australia**  
**Documentary producer**

**March 2011–August 2011**

ABC Radio International is the international broadcasting and online service operated by the Australian Broadcasting Corporation (ABC), Australia's public broadcaster.

*Key Responsibilities:*

- Responsible for producing and publishing radio documentaries.
- Responsible for social media content.
- Weekly feedback meetings.

**Business21C | University of Technology Business Faculty, Sydney, Australia**  
**Podcast producer**

**April 2010-June 2011**

Business21C worked to complement and strengthen how academics viewed their interaction with business practice, and with the media. Over 80 academics took part in filming or in podcast recordings, contributing to magazine articles and website content.

*Key Responsibilities:*

- Podcast producer; writing script, editing and packaging podcasts for online distribution at Business21C and on Radio 2SER FM.

**ABC Radio International| Australian Broadcasting Corporation, Sydney, Australia**  
**Broadcaster international desk** **June 2010-February 2011**

Radio Australia is the international broadcasting and online service operated by the Australian Broadcasting Corporation (ABC), Australia's public broadcaster.

*Key Responsibilities:*

- Broadcaster at the international desk; receiving, editing and broadcasting radio content.
- Writing script for studio presenters/hosts and managing the radio news bulletin for the international radio news.

**Reuters Television| Reuters, Sydney, Australia**  
**Assisting producer/editor for the television story news** **2007**

Reuters is an international news agency headquartered in Canary Wharf, London, United Kingdom.

## EDUCATION

**University of Technology Sydney (UTS), Sydney, Australia**  
**Master in Journalism** **2010-2011**

- My studies have been focused on journalism, from the basics to advanced levels such as investigative journalism and reporting for politics.
- Candidate Thesis was an hour's radio documentary about the secret and worldwide organization known as "Anonymous". The documentary was broadcasted on national radio.
- I received the highest grade on my master thesis.

**University of Technology Sydney (UTS), Sydney, Australia**  
**Bachelor in Journalism** **2004-2007**

- Communication studies with focus on Journalism.
- I concentrated my studies on Radio, Television, Photography and Online publishing.

**Värmdö Upper Secondary School, Stockholm, Sweden** **2000-2003**

- The civics program.

## OTHER SKILLS AND REFERENCES

**Key skills:** Media production; producer of radio documentaries and stories, news reporting, podcast producer, audio editor.

**Computers:** Excellent computer knowledge. I am proficient in editing programs like ProTools, Wavelab, Raduga and Logic Pro. Good competence in layout programs like InDesign, Quark Express, Wordpress CSS, Photoshop

**References:**

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| <ol style="list-style-type: none"> <li>1. Matti Palm<br/>           Founder<br/>           Greenhill Relations<br/>           Address: Kaptensgatan 6, 114 57<br/>           Stockholm, Sweden<br/>           Phone: +46 706 69 9801</li> </ol> | <ol style="list-style-type: none"> <li>2. Michael Hanley<br/>           Head of Digital Communications<br/>           Member of the Executive Committee<br/>           World Economic Forum<br/>           Address: 91-93 route de la Capite<br/>           CH-1223 Cologny/Geneva<br/>           Switzerland, Phone: +41 79 590 665</li> </ol> |
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