

**Paul Tadich** BSc, MA  
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## **Career Highlights**

- Secured more than \$1 million in funding for visionary Toronto game development studio Albedo Informatics Inc., via a mixture of writing government grants and developing PR materials for private equity partners
- Skilled and seasoned copywriter with 15 years' experience; my work runs the gamut from digital ad campaigns to documentary scripts
- Have worked in a wide variety of industries, from digital content creation to journalism to science and technology

## **Employment History**

### **Digital Content Creator**

*Albedo Informatics, March 2014 – present*

Create web and app content. Developed a launch strategy and wrote marketing materials for Albedo Informatics Inc., a visionary Toronto game development studio targeting augmented reality (AR) applications. Curated fundraising and grant writing efforts to secure more than \$1 million from government revenue streams and private equity sources to fund development of key projects

### **Copywriter**

*Fractal Digital Ltd., April 2017 – present*

Author razor-sharp online content for a wide variety of corporate clients, including Queen's University's digital portal. I rely on my 20 years of journalism experience to carefully craft intriguing marketing stories for several prominent local businesses in Toronto

### **Content Creator/Patent Documentation**

*InteraXon, Inc., February 2014 – February 2015*

Co-authored user-case scenarios for this groundbreaking and award-winning Toronto startup selling the Muse brainwave-sensing device to assist users in reaching mindful awareness. Wrote hundreds of pages of patent documentation securing future rights for upcoming iterations of the project

### **Reporter/Writer**

*Vice/Vice Motherboard, April 2013 – present*

Report on science and technology topics and write human interest stories. Worked for the company's branded content unit. Specialties are climate change; the interface between human consciousness and technology; physics and chemistry

**Newsreader/Reporter**

*CBC Radio, October 2008 – December 2010*

Nationwide newsreader for CBC Radio. Filed for *World Report* and *The World This Weekend*. Assisted the national newsroom with health and science stories

**Foreign Correspondent/Producer**

*CBC Radio & TV; CP24; Globe and Mail; National Post, July 2005 – February 2008*

Extensive international experience reporting and producing for several Canadian and international outlets in the UK, Germany and Russia. Covered: 2005 London bombings; death of Boris Yeltsin; Beslan siege; science and technology stories

**Editor-in-Chief**

*The Varsity, May 2002 – May 2003*

Editorial and business leader at *The Varsity*, the University of Toronto's student newspaper with a readership of 50K. Increased circulation, solved distribution problems and presided over the first profitable quarter in five years

**Research Associate/Technician**

*Ontario Cancer Institute/Princess Margaret Hospital, July 1997 – June 2001*

Worked thousands of lab hours under Dr. Tak Mak, one of Canada's most respected scientists. I designed my own experiments and presented results to other researchers. I have cultivated many contacts in the medical science community

**Education****MA with Distinction in Print Journalism**

*University of London, Goldsmiths College, September 2003 – September 2004*

News writing; feature writing; court reporting; beat reports; investigative reporting

**BSc in Developmental Biology (English minor)**

*University of Toronto, September 1997 – June 2002*