

# LIANNE CASTELINO

## BIOGRAPHY



**An award-winning broadcast journalist**, I began my career as a national weather presenter and host, then moved on to work in one of Canada's most dynamic television news environments and in several national newsrooms.

Working in English and French at CTV Montreal for more than 12 years, I reported on a variety of daily and breaking news stories before becoming a reporter-anchor role in the station's Sports department – fulfilling a childhood dream!

Upon relocating to Toronto, I worked in several national television newsrooms, notably CTV, Global and SunTV in a variety of roles from senior producer and line-up editor to writer and host.

**My communications portfolio** has spanned multiple industries including not-for-profit, healthcare and education, with a broad spectrum of progressive roles and responsibilities.

From developing strategy and deploying tactics to driving key business objectives, I have delivered transformative results in each of my roles – including spearheading multiple website overhauls, markedly increasing awareness of several brands locally and globally, creating communications and marketing plans to support multi-million dollar philanthropic donations, and creating the infrastructure, processes and procedures to ensure the successful execution of content, website and social media strategies, among other tasks.

**As an entrepreneur**, I started up a company to fill a void – providing new and expectant parents with quality instructional and visual resources with information delivered by medical experts and professionals – to support moms and dads navigate parenting. Educating and empowering parents is at the heart of our mission.

The journey of running a business has yielded award-winning products (DVDs and a book), product sales in numerous big box stores and across several continents, a weekly radio show in multiple Canadian markets, a weekly television show, a national magazine column, blog contributions for several media organizations, media guest appearances and more.

**As a host, moderator and speaker**, I have led a variety of events for myriad clients. A natural interviewer, gifted storyteller and insatiably curious continuous learner, I am passionate about people and making a meaningful impact through words and pictures.

### LIANNE'S AREAS OF EXPERTISE

Blogging  
Communications  
Content Development  
Hosting  
Interviewing

Media Relations  
Media Training  
Moderating  
Narration  
Research

Translation (French)  
Social Media  
Storytelling  
Writing

# PROFESSIONAL SERVICES

Leverage 25+ years of experience in journalism,  
an award-winning portfolio and a vast network.

JOURNALISM	VIRTUAL	PRODUCTION	CONSULTING
Blogging	Blogging	Conceptual design	Brand Strategy
Content Development	Content Development	Corporate Videos	Content Development
Hosting	Hosting	Creative design	Crisis Communications
Interviewing	Interviewing	Hosting	Internal & External Communications
Media Training	Media Training	Interviewing	Issues Management
Moderating	Moderating	Moderating	Marketing (Traditional & Digital)
Narration	Narration	Narration	Media Relations
Research	Research	Online videos	Media Training
Translation (French)	Storytelling	Podcast	Public & Corporate Affairs
Storytelling	Writing	Research	Social Media Management
Writing		Translation	Strategic Planning & Development
		Storyboarding	Video storytelling
		Video storytelling	
		Voice talent	
		Writing	

**I truly welcome the opportunity** to discuss your project vision, goals and objectives. Creating messaging that impacts, engages and drives results is my passion and expertise. Let's connect today!



**Lianne Castelino**  
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More about Lianne  
[liannecastelino.com](http://liannecastelino.com)  
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