
GABRIELLA LAHTI

WORK EXPERIENCE

Acast, Stockholm, Sweden
Podcast producer

2015 – current

Acast is a platform for podcasts - connecting listeners, podcast creators and advertisers in a fully integrated one-stop shop.

Key Responsibilities:

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

News55, Stockholm, Sweden
News reporter

2015 – current

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. The news site has a podcast department, webcasts and blogs.

Key Responsibilities:

- Reporter; covering news, current affairs and feature stories.
- Online editor.

World Economic Forum, Geneva, Switzerland
Podcast producer

2013 – current

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.

Greenhill Relations, Stockholm, Sweden
PR Consultant

2013 - 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, World Economic Forum, Bonnier, Swebus, LO, Unionen and Posten.

Key Responsibilities:

- Project manager; developing successful campaigns for clients from the first brainstorming session to the finished product. Being in charge of all contacts regarding the project, the schedule and in charge of the social media for the client. Monitoring the outcome of the project in terms of social media and reach.
- Podcast producer, planning, producing, editing and publishing podcasts for clients as well as taking care of their social media reach, 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 the Greenhill Relations in various keynote speeches.

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

2012-2013

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 and host of the radio show "Online"

2011-2012

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.

MTG Radio | Bandit Rock, Lugna Favoriter, Rix FM, Radio 1, Stockholm, Sweden
Assistant Category Manager

2008

Key Responsibilities:

- 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

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.

ABC Radio International| Australian Broadcasting Corporation, Sydney, Australia
Newsdesk reporter

2010

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

Key Responsibilities:

- Producer for international radio news.
- Management of the international correspondents audio files, editing, scripting and preparing for broadcast.
- Daily contact with international correspondents, producers and managing the system data.

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

Gabriella Lahti
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Sweden

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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.

SKILLS

Languages: Swedish is my first language, fluent in English and Finnish.

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.