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# Caleb Triscari

Multimedia journalist and producer with an interest in data-based reporting, programming and culture writing.

## WORK HISTORY

### NME Australia

Contributing Writer (Mar 2020 - Present)

I work within a remote team to break news pertaining to Australia's arts and music industry. I also interview musical acts and other arts figures for a variety of features and long-form reports, in addition to subediting the work of others.

### Beat Magazine

Digital Editor (Oct 2018 - Dec 2019)

I oversaw all online content and social media for an arts and culture street press. I broke news, commissioned writers, analysed traffic trends, built EDM campaigns, optimised articles for SEO, developed and implemented digital strategy and ensured consistent branding across platforms.

### Australian Broadcasting Corporation

Producer, Radio National (Apr 2018 - Oct 2018)

I produced broadcast segments for *RN Drive*, *Arts on RN* and *Life Matters*. I found and pitched stories, sourced talent, wrote scripts and prepared questions for the presenter. I used newsroom production and audio editing software to prepare stories to a tight deadline.

### Channel 31 / SYN

Executive Producer, *1700* (Jan 2018 - Dec 2018)

I was responsible for overseeing a live music television program that broadcasted three days a week. My role included compiling a weekly run sheet, operating studio equipment, exercising creative and logistical direction, delegating tasks to volunteers, organising talent and liaising with the host and guests.

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### SmartCompany

Subeditor/Reporter (Sep 2017 - Apr 2018)

I wrote and edited copy to produce high-quality business articles suitable for online publication in adherence to our daily deadline. I fact-checked all articles for accuracy or potentially defamatory content, assigned headlines, used SEO techniques, scheduled social media posts and tracked engagement on Google Analytics.

### National Young Writers' Festival

Co-Director (2018) / Creative Producer (2017)

I worked within a team of six to deliver a national arts festival each year in Newcastle. I steered the creative direction, organised logistics, and liaised with our festival partners, artists and board of directors to ensure a diverse and engaging program was delivered each year.

### Radio Fodder

Station Manager (Dec 2015 - Nov 2016)

Worked within a core team to uphold the financial and legal compliance of a community broadcasting station. Managed over 35 programmes per week, produced podcasts and trained students in audiovisual skills.

### Farrago

News Editor (2016) / Reporter (2014-2017)

Within my editorial team, I managed the print and online versions of *Farrago*, including everything from commissioning pieces and laying out the publication. I delegated tasks to subeditors and reporters to ensure accurate and efficient news production. Online articles with strong engagement were pushed on social media platforms to boost our presence and audience retention.

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## SKILLS

### Writing, Editing and Design

I am strongly skilled in news, feature and interview writing. With my background in editing news for multiple publications, I have a firm understanding of how to shape a piece of engaging journalism. I have written for *Guardian Australia*, *Crikey*, *The Saturday Paper*, *Slate*, *Junkee*, *SmartCompany* and the ABC.

### Digital Marketing and Content Delivery

I have three years of marketing experience with arts and news platforms, including paid marketing tools such as Facebook Ads Manager. I have experience managing official Facebook, YouTube, Twitter, Instagram and LinkedIn accounts, as well as electronic direct mail services Mailchimp, Campaign Monitor and Salesforce Pardot. I have also used Adobe Photoshop to produce and edit graphics for the web.

### Audience Engagement and Growth

I have extensive experience using Google Analytics and Facebook Insights to identify sources of web traffic and engagement among audiences. From there, I've developed content strategies that reach out to new audiences and grow overall engagement.

### Data Analytics and Database Management

I have worked with large datasets to identify trends, manipulate/tidy data and produce informative visualisations. I have also managed relational databases in Oracle SQL Developer.

### Television Production and Editing

I am experienced in producing live-to-air television and overseeing a large studio production team. I have used studio-grade equipment to record high-quality footage for broadcast. I use Adobe Premiere Pro to edit raw footage before publishing it online.

### Radio Production and Editing

I have produced and edited audio packages for local and national broadcasts. I am trained in using Adobe Audition, Audacity and ABC in-house software Core Media, ENPS and Netia.

### Programming and Data Visualisation

I am skilled in the languages Python, R and SQL, and have used various libraries across them, including Pandas, NumPy, ggplot2, Seaborn and the Tidyverse. I also have foundational knowledge in the D3.js and P5.js libraries.

## QUALIFICATIONS

### RMIT University

**Graduate Certificate in Analytics (Distinction) (2020)**

### Australian Music Examinations Board

**Associate in Music, Australia (AMusA) (2020)**  
Specialisation in Singing

### The University of Melbourne

**Bachelor of Arts (2017)**

Double major in Media & Communications and Politics & International Studies

**Diploma in Music (2017)**

Music Performance (Voice)

## REFERENCES

**Available upon request.**