Hallae Khosravi

Digital Producer, specialization: YouTube

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Professional Summary

I am a digital producer with a decade's experience ideating, producing, packaging and managing video content for young audiences. I am the lead producer and manager of the preschool and school-age CBC Kids YouTube channels. When I was tasked with breathing new life into our flagship preschool CBC Kids YouTube channel, we quickly became one of the top performing (and oftentimes, **the top performing**) channel in the Canadian Broadcasting Corporation.

Key Skills

Strategic Planning for Digital Platforms | Creative Development for Digital Video | Creative and Editorial Digital Video Decision-Making | Management of Third-Party Platforms | Management of Scheduling and Productivity Calendars | Training, Feedback and Final Review of Digital-First Video | Collaboration with External Production Companies | Directing | Scriptwriting | Adobe Analytics | Monday.com | Google Workspace | Premiere Pro | Photoshop | CP Style

Professional Experience

Producer, Digital – CBC Kids | May 2017 – present

As the go-to YouTube specialist for CBC Kids, I have had the opportunity to work with our teams and provide input on anything that becomes digital video for the corporation's youngest viewers. When I started, I was the producer for every aspect of our host's YouTube vlogs, now I'm the producer overseeing the entire catalogue of our YouTube video. Recently, I have been the digital consultant for our slate of original vertical series for school-aged audiences.

Discoverability, Outreach and Engagement team:

- Lead producer and manager for CBC Kids preschool and school-age YouTube accounts
- Implement and consult on strategy, development, editorial, training, review, feedback, scheduling & analytics
- Flagship YT channel (preschool) frequently top performer in entire corporation (sole Made For Kids channel)
- In 25/26 fiscal year, had top performing YouTube video for all of CBC by engaged views (23.7M / 212K WTH)
- Requested presenter in late 2025 for CBC YT producers and managers on Shorts and leveraging linear content
- Consult, review, provide ideation and feedback for external productions for video content made for YouTube
- Train CBC Kids TV broadcast producers, website and digital producers in YouTube-first/social video creation
- Manage, review and provide feedback to website and digital producers in YouTube/social video production
- Pitch, produce, write, direct, edit and publish my own original digital and social video productions
- Liaising with casting agents and conducting auditions/callbacks for hosts (18+) and video subjects (under 18)
- Interviewing, directing, shooting in-moment Streeters for YouTube on-location and at events/games/concerts
- Pitched, produced, shot and directed Gary the Unicorn on the red carpet in Halifax for the 2024 JUNO Awards
- Assisted Production Exec Swin Chang in executive production of live-action series Bestest Day Ever
- Pitched, produced, wrote, directed and moderated weekly pandemic-era Facebook Lives with our TV hosts
- Produced, led, co-wrote, ideated and created content for big-production Facebook Lives such as Halloween Spooktacular, Kindie Grad 2020 (CSA winner) and Kindie Grad 2021, which I also directed remotely on Unity
- Experience producing, shooting and directing with kids of all ages — as well as puppets (like Gary the Unicorn)

CBCKids.ca and CBC Parents teams:

- Pitched, produced and created written and video content, and worked with/edited contributors for both sites
- Produced and managed editorial for Parents newsletter, sourcing and working with monthly contributors
- Created partnership with ByBlacks.ca to help diversify CBC Parents contributor pool
- Produced, directed, managed props and oversaw editing for 17 craft and snack videos shot over two days
- Produced, wrote, directed, edited 10 CBCKids.ca gameplay videos to create Mr. Orlando's Gaming Station

Associate Producer, Digital – CBC Kids | August 2016 – May 2017

I was cold-emailed by CBC Kids in August 2016 to join as a digital associate producer, and am forever grateful. I joined just as the brand made the change from Kids' CBC to CBC Kids, and as such, had the opportunity to help shape what their next evolution would look like through my work on digital video with our human and puppet hosts, and TV shows.

- Produced, directed, edited YouTube and social videos shot in-studio and on-location at outreach events
- For CBC Kids rebrand, created, led, directed and produced hosts' and puppets' weekly vlogs on YouTube
- Aided with digital launch of Snapshots, managed legal, copy and implementation of associated contest
- Created content for CBC Kids and CBC Parents sites and managed editorial as well as contributors

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Associate Producer, Digital – CBC Talk Radio One, The Current, q | February – August 2016

After my internship with CBC's Q in 2014 and my graduation from UBC in early 2016, I was recommended to the digital department for CBC Radio One's shows, where I frequently worked for the fast-paced and dynamic The Current and q.

- Maintained CBC Radio One's web, app and social presence, backfilled producers on almost every show
- Mainly backfilled The Current's and q's digital producers where I pitched, wrote daily articles, edited audio and video, created graphics and managed social media, email from general public and archiving
- At q, pre-empted the schedule as well as social and web presence when Prince passed away
- At The Current, produced post for piece on media sexism at Rio 2016 to over 20K UVs in first day
- At Radio One, pre-empted schedule and created posts for the live, national Fort McMurray fire call-in show

Education

Master of Journalism, University of British Columbia | 2013 – 2016
Diploma of Fashion Marketing and Merchandising, RCC Institute of Technology | 2010 – 2012
Bachelor of Arts — Drama, Queen's University | 2007 – 2010
Bilingual Diploma and International Baccalaureate Diploma, Toronto French School | graduated 2007

Internships

Stoke FM, Revelstoke, B.C. | June – September 2015
Shaw Access Programming's Local Connection, Vancouver, B.C. | April 2014 – February 2015
Global National, Burnaby, B.C. | August – September 2014
CBC's Q, Toronto, Ont. | July – August 2014
Toronto Standard, Toronto, Ont. | January – March 2013

Awards

Canadian Screen Awards, CBC Kids Kindie Grad Class of 2020 Facebook Live Event | 2021