



## 01 Professional Overview

Juan Suarez is a bilingual journalist, communications specialist and media strategist who bridges rigorous editorial reporting with high-level corporate narrative strategy, bringing a vital intersectional perspective to complex public policy and cultural issues. Based in Ontario, Canada, Juan is available for freelance editorial commissions and consulting engagements in both English and Spanish.

## 02 Mission Statement

*"To uncover the human realities behind complex policies, to hold power accountable through rigorous reporting and to help forward-thinking organizations communicate with clarity, integrity and impact across cultural and linguistic borders."*

## 03 Reporting Philosophy

*"The story is never just what happened. It is who it happened to, who was excluded from the telling and who must be held accountable for what comes next."*

— EDITORIAL NORTH STAR

## 04 Core Values

### RIGOUR

Accuracy, deep research and CP Style standards in every piece of published work.

### INTERSECTIONALITY

Bilingual, queer, BIPOC, Global South lens as editorial tool, not identity performance.

### CLARITY

Complex issues made accessible without losing nuance or rigour.

### AUTHORITY

Quiet confidence. The work, the sources and the rigour speak for themselves.

### ACCOUNTABILITY

Holding power to account through evidence-led, multi-source reporting.

### AMPLIFICATION

Marginalized voices are central to the narrative, not footnotes.

### DEMOCRACY

Informed journalism as civic duty and essential public service.

## 05 Editorial Focus

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- Hard News & Investigative Reporting
- Policy, Regulation & Legislation Analysis & Explainers
- Features & Long-form Narrative Journalism

## 06 Beats

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- Politics, Public Policy, Regulation & Legislation
- Migration & Diaspora
- Labour
- Economy & Business
- Banking & Fintech
- Bilingual & Cross-cultural Media
- Corporate Communications Industry

## 07 Who I Serve

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### Editorial Clients

Editors, publications, NGOs and research institutions seeking bilingual investigative and policy journalism.

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### Corporate Communications

Organizations needing narrative strategy, crisis management, media training and bilingual communications.

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### General Audience

Engaged readers following public policy, migration and media issues in Canada and Latin America.

## 08 Why Work With Me

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01

### Bilingual Fluency (EN/ES)

Not just translation — cultural translation. Reaching audiences and sources that English-only journalists cannot.

02

### BIPOC, Queer, Global South Perspective

Sees angles and sources that homogeneous newsrooms consistently miss. Intersectionality as editorial lens, not identity performance.

03

### Journalism + Corporate Communications Crossover

Understands both the reporter's and the organization's perspective. The dual lens makes communications advice infinitely more practical.

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### Early-career Rigour with Senior-level Strategic Thinking

The combination of fresh energy and disciplined craft. Trained in CP Style, policy analysis and corporate narrative strategy simultaneously.

**01 EDITORIAL & JOURNALISM**

**Investigative Reporting**

Deep-dive, data-backed accountability journalism. Policy tracking, public records analysis, multi-source verification. CP Style standard.

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**Policy, Regulation & Legislation Analysis**

Dense legislative and regulatory content made accessible without losing nuance. Audience-ready framing for general, academic, or advocacy audiences.

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**Current & International Affairs Analysis**

In-depth analysis of political, economic and international developments. Contextualizing global events for domestic audiences.

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**Feature & Long-form Narrative**

Human-centred, character-driven storytelling grounded in systems-level analysis. Bilingual versions available.

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**Bilingual & Multicultural Coverage (EN/ES)**

Full editorial coverage in both English and Spanish — culturally adapted content for each audience, not just translation.

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**Research & Fact-Checking**

Deep-dive research, source development, document analysis and editorial fact-checking. Accuracy and credibility verification workflows.

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**02 COMMUNICATIONS STRATEGY**

**Narrative Strategy & Messaging**

Core message development, proof point architecture and stakeholder communication frameworks.

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**Stakeholder Communication Architecture**

Designing communication systems that align internal and external stakeholders across all channels.

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**Crisis Communications**

Rapid-response narrative management. Spokesperson preparation, holding statements, media monitoring and crisis protocol development.

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**Media Relations Strategy & Outreach**

Pitch strategy, press release architecture, journalist outreach protocols and proactive media engagement planning.

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**Content Strategy & Editorial Planning**

Sustained content planning aligned to communications goals. Beat identification, editorial calendar development and format strategy.

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**Media Training**

Interview preparation for print, broadcast and live settings. On-camera coaching, message discipline and spokesperson development.

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**03 CONSULTING & ADVISORY**

**Communications Audit**

Assessment of messaging, media presence, stakeholder perception, positioning and internal communications infrastructure.

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**Brand & Identity Consulting**

Voice development, public positioning and editorial authority for mission-driven organizations.

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**Bilingual Strategy (EN/ES)**

Audience design for English and Spanish-speaking markets — culturally grounded, not translated.

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**Narrative & Reputation Positioning**

Strategic narrative development for organizations seeking to shape public perception and thought leadership.

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**Editorial Consulting**

Editorial strategy, content development, writing coaching, voice refinement and editorial process guidance.

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**Strategic Advisory**

Advisory for nonprofits, advocacy groups and mission-driven businesses. Communications strategy and organizational positioning.

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## 10 Contact & Availability

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WEB	<a href="https://juansuarez.vip/">https://juansuarez.vip/</a>
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INSTAGRAM	<a href="https://www.instagram.com/juansuarez_journalist">@juansuarez_journalist</a>
LINKEDIN	<a href="#">Juan Suarez</a>
LOCATION	Ontario, Canada · Open for International Opportunities
LANGUAGES	English (primary) · Spanish (native)

### AVAILABILITY

Available for freelance editorial commissions and communications consulting engagements. Typical 48-hour response turnaround. Bilingual consultations available in English and Spanish.

All engagements begin with a brief discovery conversation. Based in Ontario, Canada — open to remote, national and international projects.

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