

Branded Content Creator and Media Producer

Developing and carrying out production of rich and compelling visual media
for integration in Digital Marketing and Advertising.

Collaborative, accountable, and well-rounded creative professional with a passion for Advertising and a robust background in Film and Television production. An ingenious and resourceful problem-solver with 10+ years of experience coordinating technical and creative teams towards the creation of high-quality media, and a track record delivering projects on time, on budget, and according to brief. Currently seeking for career opportunities within a creative agency or corporate Marketing and Communications team who strives to produce best-in-class advertising to effectively attract and influence a variety of market segments.

Key Knowledge and Skills

- Ability to leverage market insights for the development of sound advertising concepts
- Experience leading various-sized projects from creative brief to launch.
- Ability to oversee multiple project and work-streams simultaneously.
- Robust cinematography, video editing, design, and directorial skills.
- Conducting pre-production meetings and conference calls with clients
- Create and manage project timelines, production budgets, briefs and contracts

Technical Proficiencies

- Script writing/ Story Development
- Cinematography and Sound
- Adobe CS (Video Tools)
- Graphic Design
- Budgeting
- Asana, Confluence, Slack

Professional Experience

PHANTA MEDIA LTD., Toronto, ON

2013 to 2020

Producer, Director

Responsible for managing 45% of the agency's media content production projects each year, leading teams of 3 to 20 people to deliver 350+ video, photography, animation, and graphic design projects for clients in several industries. Largest accounts included Sun Life Financial, Royal Bank, Revera Inc., and SpinMaster.

- Help devised and pitch creative concepts in writing and via presentation, driving earnings and new business for the agency.
- Collaborate closely with clients' strategy and brand integration teams, in-house creative teams, and external contributors, to support all aspects of the pipeline and produce effective, award-winning content.

PHANTA MEDIA LTD. (Continued)

- Gained client recognition and trust by delivering projects according to brief and adapting to changing priorities without losing sight of the big picture or compromising on accuracy.
- Ensured a 25% to 40% profit on every project by expertly tailoring resources to production needs, running organized productions, and proactively negotiating best pricing / terms with vendors and freelancers.
- Assisted with other functions, such as purchasing, prop-making, set-dressing, video editing, and motion graphic design, to guarantee the completion of projects within given time and scope parameters.
- Adhered to strategy and storytelling goals by carefully planning scenes, developing interviews, shaping story boards, and refining shoot schedules and shot lists.
- Coordinated 150+ production operations out-of-house while in studio and on location, with zero days lost, injuries, losses, or claims.

X-TEN PRODUCTIONS INC., Toronto, ON

2010 to 2013

Series Producer, Camera, Head Editor

Advanced capabilities and role from part-time Assistant Editor to full-time Cameraman and Editor and then Main Series Producer, creating and delivering 50+ hours of original programming content for Global, Sportsnet, and OLN.

- Arranged, filmed, and edited weekly television episodes across Canada, the U.S, and South America.
- Developed interesting story ideas, collaborated closely with executives, and helped sharpen production techniques. Efforts improved show quality and bumped up viewership 10 to 15% per broadcast season.
- Redesigned and implemented new graphic packaging each season, introducing new sponsorship opportunities for the show and improving broadcast hours.
- Directed the creation of integrated elements such as info graphics, music scores, language dubs and subtitling, voiceovers, and visual effects without compromising timely delivery of weekly content to the networks.

Other Relevant Experience**PLAYFIGHT VFX, Toronto, ON, 2013 to 2013****Video Editor and Jr. VFX Compositor****BIG STUDIOS INC., Toronto, ON, 2008 to 2010****I/O, Editor, Studio PA****SHAFTESBURY FILMS, Toronto, ON, 2006 to 2008****Production Office Assistant****Education and Professional Development**

- **Diploma in Digital Film and Television Production**, The Toronto Film School
- **Certificate in Advertising**, University of Toronto School of Continuing Studies (In process)
- **Project Management Fundamentals Certificate**, Global Knowledge
- **IATSE Camera Assistant Trainee Program**, International Cinematographers Guild (Local 667)