

BRANDON VENTRESCA

3007-30 Grand Trunk Cres, Toronto, ON, M5J 3A4 · 647-971-9335

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PROFILE

Versatile media professional with nearly a decade of experience producing high-quality content with exceptional value. A positive leader and exceptional team player, confident with clients and partners from all backgrounds. Utilizes expert planning skills and creative thinking to thrive under pressure and demonstrate confidence from pre- through post-event production.

HIGHLIGHTS

Media Production
Client Relations
Project Management

User Engagement
Creative Solutions
Research and Analysis

Organization and Planning
Graphic Design
Innovative Leadership

PROFESSIONAL

Media Technician, Learning and Engagement | 2017 (Present)

Ontario Hospital Association, Toronto, ON

- Oversee the scheduling and delivery of media technology and event production services for the OHA Media Studio and Learning Centre in alignment with the OHA's strategic plan.
- Produce livestreams, webcasts, webinars, audio/video projects and operate audiovisual event technology by assessing technical needs, establishing timelines, scheduling resources, managing deliverables and training external technicians and support staff.
- Edit videos for archiving and manage the content portal.
- Foster positive relationships with vendors to implement equipment installations and upgrades.
- Initiated a content storage and retention policy resulting in a \$10,000USD annual cost reduction and negotiated a \$2,500USD savings on a service agreement renewal.

Broadcast Coordinator, Educational Services | 2014-2017

OHA, Toronto, ON

- Scheduled and moderated over 60 livestream webcast events annually, which generated over \$250,000 of revenue and obtained 10,000 views.
- Developed relationships with clients and stakeholders to identify needs, plan logistics, organize technical requirements and strategically plan approaches based on their business objectives.
- Exceeded benchmark KPIs for user engagement, participant satisfaction, program quality and technical delivery; year over year.
- Coordinated marketing and sales deliverables through a CRM registration database, brochure development, program design and monthly and year-end financial reconciliation.

TECHNICAL

- **Audio/Video Production:** Sony PTZ cameras and controllers, Sony DV cameras, New TriCaster, Chroma key, Soundcraft Si Performer 3 digital audio mixer, Mediasite Enterprise Video Platform, Mediasite Desktop Editor, Sony Vegas Pro 12, Audacity, Camtasia, Crestron Control systems, Kramer distribution amplifiers and scalers, Extron switchers, Computer projection technologies
- **Office:** Microsoft Office 365 (Word, Excel, PowerPoint, Outlook, Dynamics CRM), Google G-Suite
- **Graphic Design:** Adobe Photoshop and InDesign
- **Social Media:** Facebook, Twitter, LinkedIn, Instagram, Snapchat
- **Website Development:** HTML and CSS (basic), CMS Lite

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ADDITIONAL EXPERIENCE

Researcher/Program Assistant, Factual Entertainment | 2011-2013

CBC Television, Toronto, ON

- Administered audience research initiatives, analyzed results and provided insights to producers.
- Co-managed the day-to-day production operations of a fast-paced office for over 400 episodes.
- Processed and delivered media assets for domestic and international sales initiatives.
- Notable Credits: *Dragons' Den* - Season 7, *In the Kitchen with Stefano Faita* - Season 1-3, *Best Recipes Ever* - Season 3-5

Production Crew Member | 2008-2011

Freelance, Toronto, ON and Niagara, ON

- Proactively aided crew members with daily equipment set-up and tear down. Managed prop and set storage and assisted with construction projects as required.
- Notable credits: *Bake with Anna Olson* (Food Network Canada); *Fresh with Anna Olson* (Food Network Canada); *Hammer and Chew: Lords of Junk* (CMT Canada)

Research Assistant, Economic Development | 2010

The City of Welland, Welland, ON

- Created a detailed 60-page resource for SMEs seeking research and innovation funding grants.
- Evaluated eligibility of applicants and summarized insights for the lead Business Advisor.
- Drafted communications materials and assisted with logistics for a regional marketing launch event featuring high-profile business leaders.
- Educated community members on project initiatives and fostered relationships at events.

EDUCATION

Ontario Graduate Certificate, Television Writing and Producing | 2009

- Humber College, Toronto, ON
- Coursework: Writing, Production, Creative Production, Critique, Direction, Financial

Honours Bachelor of Arts, Communication Studies | 2008

- Wilfrid Laurier University, Waterloo, ON
- Coursework: Advertising, Marketing, Digital Media, Graphic Design, Research, Sound Recording

COMMUNITY

Community Engagement Committee | 2017 (Present)

United Way Committee | 2015-2017

Ontario Hospital Association, Toronto, ON

Graphic Design Committee | 2006-2008

Radio Laurier | 2006-2008

Orientation Week Leader | 2007 and 2008

Wilfrid Laurier University Students' Union, Waterloo, ON