

## Summary of Skills

Versatile and creative Multimedia Specialist with 16 years of experience in video production, graphic design, advertising, and marketing. Skilled at crafting visually compelling content that elevates brand presence across multiple platforms, with a strong focus on storytelling. Expertise in strategic planning, strong attention to detail, and effective team collaboration. Proficient in technology with Photoshop, InDesign, Illustrator, After Effects, Premiere, Audition, OBS, Stream Deck, Zoom, social media platforms, podcast platforms, website platforms and live broadcast systems.

## Highlights

- Produced 65+ episodes of a podcast building brand awareness & recruitment for Nova Mutual.
- Worked with stakeholders to produce 4 dynamic virtual Annual General Meetings at Nova.
- Creative Lead for the launch of Bloomberg TV Canada; broadcast to large print installations.
- Connected 50+ teams world-wide with virtual magic experiences, incorporating brand messaging.
- 16 years experience in large-scale advertising campaigns writing, directing, broadcast, video production, print, outdoor, web, podcasts, virtual, social media.

## Relevant Work Experience

**Multimedia Specialist (Full Time)**  
**Nova Mutual Insurance, Hybrid/Jarvis, ON**

**Jan 2021–Present**

Producing, directing, filming and editing video features with team members and the community | Lead creative on large-scale advertising campaigns | Produced industry accredited (RIBO) webinars | Produced dynamic virtual experiences promoting products and services | Podcast host, writer and editor interviewing internal and external partners | logo and brand generation for products and agents | Market research and data analytics | Organizing, writing and directing monthly virtual town hall meetings | Generating team updates explaining data and results | Representing the company in the community | Creating video and graphics for social media | Prepare files for AODA compliance | Hybrid/Remote Microsoft Teams and Zoom

**Graphic Artist (Contract Full Time)**  
**General Operator (Contract Full Time)**  
**CHCH TV / Channel Zero, Hamilton, ON**

**Sep 2011–May 2018**  
**May 2008–Dec 2010**

Motion graphics and editing for broadcast | On-air station branding for television stations | Created and managed multimedia for large-scale advertising campaigns including television, web, print, billboards and vehicles | Generated graphics for on-air broadcast systems | Collaborated with senior leaders on website design and layout | Collaboration with sales and company stakeholders for advertising campaigns | Close attention to detail and deadlines | Live studio production: graphics, video playback (VTR), technical director (switcher) | Fast paced live studio environment with tight turnaround | Adhere to CRTC and advertising best practices | Generate bilingual graphics

**Graphic Artist / Producer**  
**The Accessible Channel (Accessible Media Inc.), Hamilton, ON**

**Dec 2008–Sept 2009**

Collaboration with leadership and board members for broadcast motion graphic presentations | Adhere to industry (CRTC) broadcast standards | Produced templates for other graphic artists and editors | Edited and packaged interviews and video features for broadcast

## Education

**Television Broadcasting Diploma**  
**Mohawk College, Hamilton, ON**

**Sept 2005–May 2008**

Graduated with honours | Directed and edited “*Bridges and Pathways*,” a community-made-for-TV documentary.

## Additional Work Experience

**Magician (Self-employed)**  
**Graeme Reed Magic, Brantford/Paris, ON**

**Sep 2018–Present**

Performed for North America’s top brands: NHL, Upper Deck, Home Depot, John Deere, Microsoft, Deloitte, Ikea and more | Presented at TEDx | Promoted brands at industry trade shows | Connected teams through interactive virtual magic experiences | 2021 Inspiration Magician of the year - Canada’s Magic | 150+ podcasts directed towards the magic industry | Expert communicator and storyteller | Self promotion through video, graphics, web design and social media

## Portfolio Samples

*Clickable video links*

Video: *Nova Mutual - Farms to Families*, Community impact project, October 2024  
Director, editor, camera, mural painter  
**<https://tinyurl.com/farmstofamilies>**

Video: *Nova Mutual - Norfolk County Fair*, Community video documentary series, October 2023  
Director, editor, camera, interviewer  
**<https://tinyurl.com/NorfolkFairVideo>**

Video: *Nova Mutual - Insurance Can Be*, Team video, Fall 2023  
Director, editor, camera, writer  
**<https://tinyurl.com/InsuranceCanBe>**