NIESHA DAVIS

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PROFESSIONAL SUMMARY

Creative and technically skilled Video Editor, Producer, and Broadcast/Digital Operations Professional with 10+ years of experience across post-production, content strategy, media operations, digital distribution, and workflow optimization. Proven track record managing high-volume projects from concept through delivery across broadcast, OTT/FAST, VOD, and digital platforms. Experienced in remote and hybrid environments, combining creative storytelling, technical precision, cross-functional coordination, and process improvement to deliver scalable operational results. Recognized for driving measurable audience and revenue growth through SEO, content repurposing, automation, and digital content strategy.

REMOTE WORK EXPERIENCE & CORE COMPETENCIES

• Led creative, operational, and technical projects in remote and hybrid work environments across Canada and international regions.

• Awarded the Blue Ant Media “Bammy Award” (2020) for increasing YouTube revenue by 400% through organic SEO, content repurposing, and strategic content planning.

• Experienced with remote collaboration, project management, and workflow platforms including Wrike, Trello, ClickUp, Monday.com, Jira, Slack, Notion, Airtable, Google Workspace, Meta Business Suite, Hootsuite, Vimeo, Canva, Zoom, and Microsoft Office.

• Developed SOPs, workflow documentation, automation templates, tracking systems, and process improvements to support operational scalability and cross-functional collaboration.

• Adapted quickly to evolving digital collaboration environments and enterprise workflow tools supporting remote teams, production operations, and high-volume content delivery.

KEY SKILLS & TOOLS

Creative Production & Editing

Adobe Premiere Pro • Adobe After Effects • Adobe Media Encoder • Adobe Photoshop • Final Cut Pro • Avid Media Composer • Windows • macOS

Motion Graphics & Design

After Effects (2D & 3D Compositing) • Motion Graphics • Broadcast Graphics Packaging • Brand Design • Storyboarding • Vertical Video Production • Short-Form Content • Multi-Platform Asset Versioning • Color Correction • Image Retouching • Animation Support • AI-Assisted Creative Production • Adobe Firefly • Frame.io

Social Media & Content Strategy

YouTube Studio • TubeBuddy • vidIQ • Hootsuite • Buffer • Later • Metricool • SocialPilot • Crowdfire • Canva (AI Features) • Meta Business Suite • Facebook Creator Studio • TikTok Creator Tools • Pinterest Marketing • YouTube SEO • Audience Development • Thumbnail Optimization • Content Repurposing • Organic Growth Strategy • UGC Content Creation • Social Media Analytics • Cross-Platform Publishing • Creator Economy Strategy

Project Management & Collaboration

Wrike • Trello • ClickUp • Monday.com • Jira • Slack • Notion • Airtable • Google Workspace (Calendar, Meet, Sheets, Docs, Drive, Slides) • Microsoft Office • Zoom • Adobe Creative Cloud • Remote Desktop Access • Agile Workflow Coordination • Cross-Functional Collaboration • Stakeholder Management • Workflow Optimization • SOP Development • Production Scheduling • Change Management • Client Delivery • Team Coordination • Resource Allocation

Digital Marketing & Analytics

Google Analytics • Google Search Console • Meta Ads Manager • SEO & Keyword Research • A/B Testing • Performance Marketing • Content Strategy • Content Scheduling • Conversion Rate Optimization • Audience Insights • Engagement Analytics • Metadata Optimization • Digital Merchandising • UTM Tracking • KPI Reporting • Website & CMS Management (WordPress, Shopify, Etsy)

Broadcast & Media Operations

Video-on-Demand (VOD) Delivery • OTT & FAST Operations • Media Asset Management (MAM) • Digital Asset Management (DAM) • Content Management Systems (CMS) • XML Editing • Metadata Governance • Technical QC • Broadcast Standards Compliance • Closed Captioning Workflows • CaptionMaker • MacCaption • Subtitle Edit • FTP & Watch Folder Automation • Encoding & Transcoding • Frame-Rate Conversion • Media Workflow Automation • Aspera • Signiant • Media Shuttle • Telestream • Baton

AI & Emerging Creative Technologies

ChatGPT • Adobe Firefly • Canva AI • AI-Assisted Content Creation • Generative AI Image Creation • AI-Assisted Branding & Visual Design • Prompt Engineering for Creative Production • AI Image Retouching • AI-Enhanced Product Listing Creation • AI-Assisted Marketing Asset Development • AI Video & Image Generation • Bulk Image Editing Workflows • AI-Assisted Copywriting & SEO Optimization • Creative Workflow Automation • Prompt-Based Visual Development

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PROFESSIONAL EXPERIENCE

Production Supervisor, Creative Services — Blue Ant Media

Toronto, ON | Nov 2019 – Oct 2025

• Coordinated end-to-end production workflows for promos, branded content, and marketing campaigns across Blue Ant TV and FAST brands including Cottage Life, T+E, Makeful, BBC First, BBC Earth, Homeful, Declassified, Drag Race Universe, Smithsonian Channel, Aside, HIFI, Haunt TV, Total Crime, The Baby Show, National Home Show, and Women's Healthy Living Show.

• Managed intake, triage, and scheduling of production requests through Wrike; gathered assets and technical requirements, confirmed specifications, and briefed producers to ensure on-time, on-brand delivery.

• Planned and managed timelines across Sales, Marketing, Design, Traffic, Creative Services, and Media Services teams while coordinating graphics, localized versions, approvals, and delivery schedules.

• Produced and edited promotional campaigns, branded cutdowns, and social/video assets for Makeful, Cottage Life, BBC First, Smithsonian Channel, and consumer show brands using Adobe Creative Cloud.

• Built SOPs, maintained operational tracking documents, managed content libraries and storage systems, and created workflow automations to streamline approvals and monitor project progress through final delivery.

• Chaired weekly cross-department production meetings, communicated project updates and production feedback to creative leadership, and coordinated freelance support during peak production periods.

Technical Coordinator, Media Services — Blue Ant Media

Toronto, ON | Mar 2019 – Nov 2019

• Promoted from Digital Conversion Technician to independently manage expanding VOD operations across multiple brands, distribution partners, and digital platforms.

• Prepared, formatted, quality-checked, and delivered XML metadata, 4K/FHD broadcast assets, OTT deliverables, images, and caption files according to partner specifications including Bell, Rogers, TELUS, Shaw, Eastlink, and Cogeco.

• Maintained and optimized custom Google Sheets tracking systems and SOP documentation supporting high-volume, multi-platform distribution workflows.

• Served as the primary operational contact for VOD onboarding initiatives, rebrands, content refreshes, and campaign launches while communicating timelines and delivery statuses to internal teams and external partners.

• Troubleshot encoding issues, frame-rate conversions, metadata corrections, bulk file renaming, and image resizing to ensure compliance with platform specifications.

Digital Conversion Technician, Media Services — Blue Ant Media

Toronto, ON | Oct 2017 – Mar 2019

• Processed thousands of monthly content deliveries including video assets, XML metadata, images, and captions for BDU and OTT distribution partners.

• Located, exported, and prepared media assets from CMS platforms and delivery packages according to partner specifications and technical requirements.

• Developed Google Sheets tracking systems and delivery workflows that improved operational visibility, delivery accuracy, and workflow efficiency across departments.

• Created watch-folder automations and streamlined FTP delivery workflows to reduce manual handling and improve delivery speed.

• Utilized Adobe Premiere Pro, After Effects, Media Encoder, Google Workspace, Sublime Text, and captioning software to support digital media operations and delivery workflows.

TVOD Coordinator, Content Solutions — Telus Communications

Toronto, ON | Mar 2015 – Sep 2017

• Planned and executed storefront merchandising campaigns, seasonal promotions, and weekly refreshes for the Optik TV transactional VOD platform.

• Evaluated content titles for marketing alignment and regulatory compliance while scheduling, activating, and deactivating hundreds of titles monthly based on performance metrics and current events.

• Used analytics and audience insights to optimize title placement, promotions, and discoverability strategies to support engagement and sales performance.

• Collaborated cross-functionally with content providers, technical teams, and internal marketing stakeholders to coordinate merchandising initiatives and storefront updates.

Metadata Coordinator, Content Solutions — TELUS Communications

Nov 2014 – Mar 2015

• Processed incoming content deliveries including video assets, XML metadata, and key art for ingestion into content and asset management systems.

• Maintained metadata accuracy and content library integrity to support timely storefront publishing and VOD operations.

Creative Entrepreneur & Content Creator

2011 – Present

• Built and managed digital brands with significant organic audience growth including Pisces Perspective (90K Instagram followers; 18K Facebook followers).

• Founded and scaled the “Um OMG Tarot” YouTube channel to 60K+ subscribers using SEO-driven scheduling, thumbnail/title A/B testing, TubeBuddy, vidIQ, and audience-focused publishing strategies.

• Managed e-commerce operations across Shopify, Etsy, and WordPress including packaging design, inventory management, customer service, fulfillment, and digital marketing for handcrafted scented candles and metaphysical products.

• Produced and executed organic social media campaigns using Later, Hootsuite, Buffer, Metricool, SocialPilot, and Crowdfire while managing customer communications and payment workflows.

• Worked as a UGC creator and food reviewer (Yelp Elite); a featured review appeared in “Real Actors Read Yelp #11” by GottaKidToFeed Productions, contributing to exposure for Schnitzel Queen prior to its Dragon’s Den appearance.

• Completed Second City stand-up comedy training (2012), performed paid comedy shows, and launched a comedic YouTube channel gaining monetizationi in the partner program

• Developed prompt-based workflows for AI-generated marketing assets, social content, branding concepts, and ecommerce visuals to accelerate creative production and support scalable digital content creation.

Early Career in Post-Production & Animation

2010 – 2011

Jr. Compositor — Cuppa Coffee Animation

• Composited graphics in 3D space for stop-motion television productions using Adobe After Effects.
• Followed animatics to pace scenes, synchronize animation, and support post-production workflows.

Jr. Editor — Matrix Post

• Edited graphics and localized content for a government newcomer services RFP project.
• Performed sound editing and coordinated freelance QA reviewers for multilingual content validation.

EDUCATION & CERTIFICATIONS

Project Management Certificate — University of Toronto (2025)
Certificate, Social Media Marketing — George Brown College (2022)
Certificate, Advanced Digital Analytics — George Brown College (2015)
Advanced Diploma, Broadcasting Television & Film — Centennial College (2010)

AWARDS & RECOGNITION

• Bammy Award — Blue Ant Media (2020): Increased YouTube revenue by 400% through organic optimization, SEO strategy, and content repurposing initiatives.
• Donny Awards — Centennial College: Best Slideshow Film and Best Photography.
• Built social audiences including 100K Instagram followers (Pisces Perspective), 23K Facebook followers, and a 60K+ subscriber YouTube channel (Um OMG Tarot).

INTERESTS

Guitar & Piano • Stand-Up Comedy • Reality TV & Pop Culture • Astrology • DIY Crafts • Animal Lover • Cat Parent (Milo & Darla)