

## Name name

Toronto, Ontario | 000000000 | 000000000@gmail.com | [linkedin.com/000000000](https://www.linkedin.com/company/000000000)

### Visual Communications Specialist

Multilingual (English, French, Arabic) Video & Communications Leader with extensive international experience guiding multi-disciplinary teams and managing budgets up to \$150,000 across corporate, broadcast, high-value Hollywood production, and large-scale entertainment industries. Skilled at developing strategy and executing complex projects end-to-end—planning, pre-production, location scouting, directing, and post-production oversight—while mentoring designers, editors, and sound engineers to deliver work of excellence. Strong foundation in engineering project management combined with a career built on storytelling and entertainment, bringing both creative vision and operational discipline to every role.

### Key Skills

Project Management | Strategic Planning | Leadership | Budget Management | Training | Media Production | Presentations | Scriptwriting | Storyboarding | Location Scouting | Scheduling | Talent Direction | Editing (Premiere Pro, Final Cut) | Colour Correction | Sound Mixing | Motion Graphics (After Effects) | Fluent: English, French, Arabic

### Work Experience

#### HOP Films Inc.

May 2017 - Present

##### **Founder | Director of Production**

Led the production of content for diverse clientele across corporate, CPG, SaaS, non-profit, and legal industries.

- Produced impactful video content for e-commerce brands, consistently achieving a minimum 20% increase in conversion rates from video ads.
- Negotiated with clients to define video deliverables, strategically increasing demand for content and associated design services.
- Streamlined video production workflow within marketing agencies, resulting in a remarkable 100% reduction in client revision requests.
- Acted as a consulting creative director in client content meetings, contributing to a significant 50% increase in content purchase requests.
- Operated video cameras, lighting equipment, and audio devices to capture dynamic and engaging footage for various settings such as interviews, events, and promotional campaigns.

#### Canadian Tire Corporation

April 2023 - June 2025

##### **Video Producer | Campaigns and Executive Communications**

Working directly with C-Suite executives including the CEO to plan, execute, and deliver quick turnaround high production quality edits for high-priority videos and executive addresses.

- Spearheaded the planning, scripting, shooting, and editing of internal and external video content ensuring alignment with strategic goals and storytelling objectives.
- Collaborated with comms and marketing teams to develop, track, and report on goals for a unified video strategy across channels.
- Owned the entire production pipeline from brainstorming, storyboarding, scripting videos, budget development and management while working with in-house teams and external contractors.
- Produced compelling content for annual convention by planning travel, procuring contractors, executing and directing documentary style video shoots.

#### Directors' Guild of Canada (DGC), Toronto

November 2019 - April 2023

##### **3rd Assistant Director | Film Production**

Managed production schedule, actors, and various film departments to deliver multi-million-dollar content projects.

- Directed US and Canadian actors' schedules, optimizing in/out times for hair, makeup, and wardrobe, resulting in savings of \$10,000-\$40,000.
- Manage background actors' documentation and shift ends in compliance with union rate rules, leading to cost savings of up to \$120,000.
- Maintain meticulous inventory control for the department's equipment, reducing instances of lost or damaged cases and resulting in up to 30% savings in equipment costs.
- Work with child/minor actors, ensuring strict adherence to labor and union laws, thereby preventing fines and overtime costs for productions.
- Achieved a promotion within 12 months of joining the union, showcasing dedication, proficiency, and leadership in the role.

#### The Weather Network | MétéoMédia, Toronto

May 2018 - September 2020

##### **Bilingual Digital Media Producer Multi-Platform Content**

Led the production of a national daily broadcast TV program in collaboration with cross-functional local and remote teams.

- Consistently increased broadcast ratings in key programming by an average of 20%, raising sponsorship opportunities each quarter.
- Led the implementation of a ticket system for the animation department, reducing the turnaround time by an average of one day.
- Collaborated with the editorial team to exceed web revenue and KPIs by at least 20% for eight consecutive months.
- Created new content templates, enabling the team to produce content 50% faster and reducing trainee training time by two weeks.
- Established lean idea-to-content pipelines between producers and writers, contributing to a 30% increase in web content performance.

**The Weather Network | MétéoMédia, Toronto**

**February 2019 - September 2020**

***Bilingual Video Editor - Multi-Platform Content***

- Worked with the editorial team on all content and exceeded web revenue and KPIs by at least 20% for 8 months in a row.
- Assisted with shifting workflow from Final Cut 7 to Adobe Creative Cloud resulting in up to a 70% reduction in content turnaround time.
- Created new content templates allowing team to produce content %50 faster and reduce trainee training time by 2 weeks.
- Created lean idea-to-content pipelines between producers and writers increasing web content performance by %30.
- Assisted in transitioning the workflow from Final Cut 7 to Adobe Creative Cloud, resulting in a 70% reduction in content turnaround time.

**Education**

**Bachelors Of Engineering - Civil and Environmental Engineering**

Concordia University, Montreal, Canada

- Highest Score of Performance for CapStone Final Year Project

**Graduate Certificate: Film Production - Script to Screen**

Centennial College, Toronto, Canada

- Dean's Award for Excellence and Innovative Thinking