

Brian Medina

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Professional Experience

OCAD University

Content Producer | 2023 – Present

- Develops and creates video and photography assets, including coordinating and executing all phases of production, from conceptual development, storyboarding, filming interviews and b-roll, animation, sourcing stock photos/footage, designing, editing and colour-grading.
- Ensure content initiatives conform to OCAD University's brand standards, web standards, the university's positioning strategy and strategic priorities.
- Populate and maintain OCAD University's photo and video archive, properly imputing required metadata to facilitate the storage and access of photo and video assets.
- Works closely with pan-university departments and external stakeholders to foster and enhance relationships and to coordinate availability of marketing assets (photographs, videos, etc.)
- Act as photographer for events, special projects, and the University's website and social media channels, including both organic and paid content.

Harbourfront Centre

Digital Content Producer | 2014 – 2023

- Managed all phases of content production: Ideation, planning, production and publishing of all video and photography assets as well as animations, infographics and podcasts.
- Optimized the digital presence of the organization's communication channels including YouTube, social media, email and website.
- Developed, managed and assessed the company's content marketing strategy.
- Audited all social media channels and presented monthly metrics reports.

Freelance Content Creation, Assessment and Strategy

2012 – Present

- Videography, photography and social media strategy services.
- Filmed and edited over 100 videos including short and long-form videos, documentaries, interviews, trailers, corporate videos, music videos etc.
- Clients include City of Toronto, Humber College, Hines, Consulate of Netherlands in Canada, Miami City Ballet, CaribbeanTales Media Group.

CaribbeanTales Media Group

Senior Video Editor and Digital Marketer | 2021 – 2023

- Editing film and festival trailers as well as ads, motion graphics and content for social media.
- Advised marketing team on content strategies and best practices.

Technical Skills

Software

Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator, InDesign Audition), Logic Pro, ProTools, Microsoft Office.

Hardware

Operation of several DSLR and cinema cameras including Canon C200, C70, EOS R5, 5D Mk. IV, Blackmagic Pocket, Sony a7iii, etc. as well as microphones, sound recorders, and lighting equipment, etc.

Education

Content Marketing & Multimedia Storytelling

University of Toronto – 2021

- Understand the world of multimedia storytelling and visual web to execute projects integrating a range of platforms and technologies that reflect high-level strategy.

Marketing – Advanced

University of Toronto – 2020

- Build and execute marketing strategies that maximize profit and growth by exploring the latest techniques and strategies in traditional, digital and social channels.
- SEO, SEM, social media strategy, display advertising, email marketing, brand management and display ads.

Television Broadcasting and Videography

Humber College – 2013

Sound Engineering & Music Production

Harris Institute – 2010

Core Competencies

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|-------------------------|--------------------|---------------|----------------|
| • Videography | • Video Editing | • Photography | • 2D Animation |
| • Social media strategy | • Content strategy | • Branding | • Sound mixing |