

Brian Medina

brianmm1990@gmail.com | 647-770-2903

Professional Experience

OCAD University

Content Producer | 2023 – Present

- Manage the ideation, planning, production and post-product of video, motion graphic and photography assets.
- Create and produce digital video content to effectively build narratives and storytelling.
- Act as a solo production crew on shoots including coordinating shoots, scouting locations, shooting, interviewing subjects, and post-production editing.
- Create and manage a production tracking calendar for ongoing project.

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.
- Established video and photography guidelines across the company.
- Grew the company's social media channel to reach industry benchmarks across multiple KPI's.

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.
- Advised clients across multiple industries such as education, arts and culture as well as corporate videos.
- Clients include City of Toronto, Humber College, Prologue Performing Arts, Consulate of Netherlands in Canada, Miami City Ballet, CaribbeanTales Media Group, Tapestry Opera, Symphony Nova Scotia etc.

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

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