

# Felix Jourdain

## CONTACT

647-525-2727

Jourdain.felix@gmail.com

12 Sudbury Street, Toronto, ON

## EDUCATION

BROADCASTING TELEVISION  
AND VIDEOGRAPHY DIPLOMA  
Humber College  
2020-2022

HONOURS BACHELOR OF  
ARTS, SOCIOLOGY  
University of Guelph  
2012-2016

## TECHNICAL SKILLS

Production Management,  
Concept Creation, Client  
Management, Pitching Creative,  
Adobe Premier Pro, Avid, Adobe  
After Effects, Pro Tools, In  
Studio Experience, Mobile T.V  
Truck Experience, Location  
Audio Setup, Camera Operator,  
T.V Program Producer, T.V  
Program Director, Google  
Analytics, Google Ad Words,  
Facebook Ads, Influencer  
Marketing, Canva Graphic  
Design, Team Management,  
Budget Management,  
Accounting.

## PROFESSIONAL EXPERIENCE

### Creative Solutions Coordinator, TSN (2021 - Present)

- ◆ Produced and directed multiple television commercial/feature campaigns for clients such as KIA, RBC, Kruger, and Dr. Oetker.
- ◆ Responsible for all aspects of pre and post production including chasing, scripting, shot listing, editing, and managing client feedback.
- ◆ Brainstormed concepts, built presentations, and pitched to clients on creative projects.
- ◆ Managed a team of freelancers throughout the entire production process including reaching out, scheduling, on set direction, post production, and invoicing.

### Marketing Manager, Domio Sports, (2019 - 2021)

- ◆ Responsible for generating 2 million dollars in sales revenue.
- ◆ Managing an annual marketing budget of 450,000 dollars.
- ◆ Organizing media creation, web design, and social media.
- ◆ Digital marketing strategist specializing in Facebook, Instagram, Youtube, and Google advertisements.

### In Field Coordinator, XMC Experiential Marketing Agency, (2019)

- ◆ Coordinated and executed event marketing promotional campaigns across Ontario involving companies such as (Audi Canada, Sobeys, Puma).
- ◆ Served as the in field contact point for clients during the execution of marketing activations.
- ◆ Recorded and analyzed the market penetration of activations.
- ◆ Managed a team of promotional staff.

### Hospitality Manager, Raes on Wategos, (2018)

- ◆ Managed the guest arrival checkpoint, grounds bar, and patio at one of Australia's industry leading 5 star boutique hotels.
- ◆ Managed an international team of staff.
- ◆ Developed business growth by running promotional campaigns across social media and event projects.

### Sales Associate, Nissan and Kia, (2015) (2014)

- ◆ Sold vehicles for both companies at flagship dealerships.
- ◆ Generated leads in person, over the phone, and over email.
- ◆ Negotiated prices and payment plans with customers.
- ◆ Met sales targets in a competitive environment.