

DANNIELLE JAMES

VIDEOGRAPHER & CONTENT CREATOR

CONTACT INFO:

Mobile: (416) 452-5549

Email: dannielle.d.james@gmail.com

LinkedIn: linkedin.com/in/danniellejames

Portfolio: www.dannielledjames.com

PROFILE

I am a digital creator and videographer looking to leverage my technical skills and experiences with production and content creation, through collaboration with multimedia and creative teams.

TECHNICAL SKILLS:

- Production Coordinating
- Final Cut Pro X
- Adobe Creative Cloud
 - Premiere Pro & After Effects
 - Illustrator
 - Photoshop & Lightroom
 - Audition
- Social Media Management
- Graphic Design
- Motion Graphics (Cinema 4D)

ACHIEVEMENTS

- Created & launched a social media campaign for a political candidate, reaching 15K people and resulting in the best ever result for the party in the target riding
- Rebranded social media videos & assets for 96.9 Radio Humber, resulting in more original content to be shared on all platforms

EDUCATION & CERTIFICATIONS

Bachelor of Digital Communications

Humber College
2017 to 2021

Social Marketing Certification

Hootsuite
Issued: July 2019

Hootsuite Platform Certification

Hootsuite
Issued: April 2019

WORK EXPERIENCE

Content Production Coordinator

TC Transcontinental Premedia | April 2021 - Present

- Supports Content Producers with: catering, casting, location scouting/research, booking spaces, and coordinating resources (freelance vendors, photographers, videographers, stylists, equipment rentals, prop sourcing) for shoots
- Facilitates team scheduling along with the Producers, to ensure organization and timely completion of all creative projects (through the creation of shot lists and call sheets)
- Assists Producers with tracking & documenting invoices/expenses during and after production
- Occasionally provides coverage for Producers during Pre-Production (including Pre-Production meetings) and Production (on set), collaborating with clients, crew, and Art Directors to ensure the goals and vision for the shoot are met
- Oversees file and media management (providing annotations, organizing media assets for client review and delivery, creating video proxy files for editors)

Videographer

IGNITE Student Life | September 2019 - April 2021

- Produced original and engaging video content relating to all IGNITE services and initiatives, for website and social platforms (Facebook, Youtube, Instagram)
- Filmed and edited exclusive interviews for student engagement events, featuring a variety of public figures. Past videos have featured Serge Ibaka, JoJo, Terry Crews, and Rainn Wilson.
- Assisted content team with transitioning video content from YouTube to IGTV, resulting in an increase in views and engagement on all videos

Social Media Intern

96.9 Radio Humber | June 2020 - August 2020

- Promoted new music releases for a variety of Canadian artists/bands including: Keys N' Krates, Monowhales, Yukon Blonde, Sameer Cash & Ben Kunder
- Edited and created promotional videos for the station's social media platforms (i.e. Facebook, Twitter, Instagram, YouTube)
- Initiated rebranding process, through creating original templates for various media assets (ex. videos, graphics, thumbnails)
- Assisted with scheduling of daily deliverables & social media posts through the Hootsuite platform, as directed by the management team

Content Creator & Strategist

Robyn Vilde for Eglinton-Lawrence Campaign | February 2018 - June 2018

- Planned, launched, and managed social media accounts for the campaign (Facebook, Instagram, Twitter)
- Created all digital marketing materials (video, photo, and graphic design content) for the 2018 Ontario provincial elections, which reached 15K people and resulted in the best ever result for the party in the riding of Eglinton-Lawrence

VOLUNTEER EXPERIENCE

Videography: Studio & Mobile Productions

Rogers TV | June 2016- December 2016

- Worked primarily on studio productions/broadcasts of: Peel Sports, ROPSAA Sports, and other lifestyle shows on the Rogers TV Mississauga channel, assisting in audio & camera operations, as well as directing episodes
- Assisted in the live mobile broadcast of OHL coverage for the Mississauga Steelheads' home games through camera operation and setup