

DANNIELLE JAMES

BROADCAST OPERATOR | MEDIA PRODUCTION SPECIALIST

CONTACT INFO:

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PROFILE

My career includes experiences in various forms of media & production, including: television, film, commercial, and digital (web/social) content.

I enjoy finding projects, teams, and individuals from whom I can learn, and who will contribute to my personal and professional growth.

I'm eager to continue growing through opportunities that challenge and expand my leadership, storytelling, and production skills.

TECHNICAL SKILLS:

- Production Management/Coordination
- Broadcast Television Production:
 - Camera Operator
 - Audio Operator
 - Switcher
 - Graphics
 - Master Control
- Assistant Directing (2nd AD, 1st AD)
- Adobe Creative Cloud (Editing)
 - Premiere Pro & After Effects
 - Illustrator
 - Photoshop & Lightroom
 - Audition
- Final Cut Pro X
- Social Media Management
- Graphic Design
- Motion Graphics

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

Broadcast Operator

Legislative Assembly of Ontario | May 2023- Present

- Monitors, operates, and maintains equipment used to broadcast the live television coverage of: the proceedings of the House, Press Conferences, Committee hearings, and special events at Queen's Park
- Cross-trained in a variety of Broadcast roles including: Master Control, Switcher, Graphics, Camera Operator, and Audio Operator
- Trains fellow Broadcast Operators in some of our live broadcast positions
- Assists with edits of internal and external videos produced by the department

Achievements:

- Was one of the Team Leads for our first ever Provincial Election Night Broadcast production, the first of its kind for any Provincial Legislature channel in the country
- Was also a Team Lead for internal events at the Legislature, including:
 - Our first ever Diversity Week events for all staff at the Legislature, where our team provided A/V setup for an in-person audience in two rooms, and a virtual audience on Microsoft Teams (for real time interaction during the event)
 - Coordinating and Directing the setup and shoots of the Legislative Protective Services (LPS) Cadets Swearing-In Ceremony, and Ontario Association of Former Parliamentarians (OAFP) event, honouring former MPP Sean Conway
 - Assisting with the setup and edit of the annual Speaker's Book Awards Ceremony

Content Production Coordinator

TC Transcontinental Premedia | April 2021 - May 2023

- Worked on commercial video & photo shoots for clients such as: Canadian Tire (includes Party City & Sport Chek), Boston Pizza, Pharmasave, Loblaws (Shoppers Drug Mart, Wholesale Club, Fortinos), Metro, and Rexall
- Supported Content Producers with: catering, casting, location scouting, booking spaces, and coordinating resources (freelance vendors, photographers, videographers, stylists, equipment rentals, prop sourcing) for productions
- Facilitated team scheduling alongside the Producers, to ensure organization and timely completion of all creative projects (through the creation of shot lists and call sheets)
- Assisted Producers with tracking & documenting invoices/expenses during and after production
- Occasionally provided 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
- Oversaw 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 Raine Wilson.
- Assisted content team with transitioning video content from YouTube to IGTV (now Reels), resulting in an increase in views and engagement on all videos

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 (also broadcast on Sportsnet)