

KELLY KITAGAWA

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OVERVIEW

Detail oriented Video Producer for YouTube and News. With 6 years of online video production experience, I'm looking to expand my skillset and focus on improving my writing.

TECHNICAL SKILLS

Social Media Strategy
Social Media Analytics & Reporting
YouTube CMS
YouTube Analytics & Reporting
Adobe Creative Suite including Premiere, After Effects, Photoshop, Lightroom and InDesign
Camera Operation, DSLR & Canon C-Series

EXPERIENCE

Postmedia, YouTube Producer, Mar. 2019 - May 2020

Produced, designed and executed a nation-wide YouTube based news publication, *Postable*. Balanced budget, time-lines, and managed a team of six students across four time zones, while editing, animating and publishing weekly 10-minute videos. Lead all design, strategy and technology training.

Kin Community (Corus Ent.), Integrated Marketing Coordinator, Jun. 2018 - Mar. 2019

Pitched, designed and developed multi-platform marketing campaigns for the country's top YouTube Creators. Collected data and analytics to create strategic campaign post reports to increase client return on investment.

CBC Music, Associate Producer, Aug. 2017 - Dec. 2017

Managed nation-wide program, the Music Class Challenge, integrated into Broadcast, Radio and Web to satisfy all stakeholders. Lead the YouTube production and publication strategy to bring the new channel up to CBC standards.

Cleansheet Communications, Community Manager & Content Developer, May 2017 - Aug. 2017

Managed nation-wide program CanadaSound to satisfy all stakeholders. Developed and produced short form content for YouTube and managed all social media, web and event coordination. Resulted in a Silver Clio Music Award.

Ryerson University, Multimedia Specialist, May 2016 - May 2017

Strategically built RU Student Life's YouTube play-book, to set the example for digital student focused brands across the country. Designed and edited content to engage a diverse community of students online.

All for One Web Series, Content Manager, Aug. 2015 - Apr. 2016

Designed and edited social media content for show characters across Twitter, Instagram and tumblr. Wrote and produced, photo, video and gifs, while adhering to character personalities.

EDUCATION

B.A. Ryerson University, Media Production RTA, with distinction

Specialty in Transmedia Storytelling & Concentration in Video Production
Spencer Caldwell Award for Entrepreneurship
Dennis Mock Student Leadership Award

LANGUAGES

Fluent in English and French (reading, writing & speaking)

PROJECTS

- Producer, This Garden is Yours, a film on 8mm film, Aug. 2019
- Guest Lecturer, RTA School of Media, Vlogging & Blogging, Creative Processes, Oct. 2018
- Director/Producer, Think About It Series, Web Series, Oct. - Nov. 2017
- Ryerson Students' Union, Board Member, 2016-2017
- Course Union, President, RTA School of Media, 2016-2017
- Curator, Creator Education Track, Buffer Festival, October 2016
- Speaker, Engaged Viewer Discussion, VidCon, June 2016

PUBLISHED WORK

- [“How does this election work?”](#) - National Post, Oct 18th 2019
- [“How YouTube evolved from cat videos to world domination”](#) - the Province, the Calgary Herald, the Montreal Gazette, National Post, Dec 31st 2019
- [“The best way to clean your phone”](#) - National Post, March 24th 2020
- [“How university students are coping with COVID-19 measures”](#) - National Post, April 9th 2020

AWARDS

- Best Organic Reach Campaign with Kin Community, Apex PR & Interac, YouTube Works Awards
- Silver Clio Music Award with cleansheet communications

CERTIFICATIONS

Channel Growth, YouTube Certified
Content Ownership, YouTube Certified
Creative Essentials, YouTube Certified
Video for Brand Basics, YouTube Certified