

# Candace Lee

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## OBJECTIVE

An accomplished Sr. Multimedia Producer with superior skills in information architecture, project management and video-on-demand. Direct experience with video-streaming, SEO, user experience, business development and sales strategy. Seeking project-based positions in digital media companies with a strong multimedia component.

## HIGHLIGHTS

- Launched ToroMagazine .com within 3 months of initial due diligence
- Created Ford of Canada's first social networking site to promote new "Powered By You" brand position
- Nominated for the 2006 Izzy Award for Striving for Quality and Excellence
- Spearheaded multimedia strategy at Canwest to support canada.com channels, classifieds sites, as well as websites of print and broadcast properties
- Created original content (video, websites, interactivity) for the canada.com network
- Sessional Instructor at University of Toronto and Centennial College
- Hons BA in New Media Design and French from University of Toronto
- Extensive computer literacy, specializing in Video, Audio & New Media Software

## WORK HISTORY

**Mar 2009 to present**

**Infinite Media, Toronto  
Project Manager, Interactive**

*Infinite Media is a Toronto-based boutique digital media company creating integrated solutions for portal development, e-learning modules and state-of-the-art video production.*

Responsibilities:

- Conceptualizes, pitches and sells new business development initiatives
- Determines site architecture, learning path, taxonomy, user experience and flow
- Creates and executes project flow charts, diagrams, wireframes, and other work plans and revises as appropriate to meet changing needs and requirements
- Liaises with clients to identify project business goals and strategies. Current clients include Accenture, RBC, BMW, among others
- Manages client relations and day-to-day operational of all aspects of the project timeline, budget, and scope

**Oct 2007 to Mar 2009 Toro Magazine Online, Toronto  
Manager, Creative & Technology**

*Toromagazine.com, is the newest manifestation of an award winning, men's lifestyle magazine. Launched in May 2008, the site boasts video-on-demand, animation & graphic novel and robust editorial content.*

#### Responsibilities

- Performed due diligence into men's lifestyle content across all media, both traditional and non-traditional
- Completed a thorough and insightful competitive & market analysis, highlighting areas of opportunity and any unique value proposition Toromagazine.com could bring to the marketplace
- Hired & liaised with designers, developers to design, build and identify open-source technology and ultimately launch Toromagazine.com in its current manifestation, all within budget
- Created a custom video player, integrated with Onstream and Akamai technology, enabling user-generated video and hosting of all our video content
- Hired and trained suite of videographers in all aspects of shooting, lighting, sound, editing and post-production and developed processes, workflow for producing 10 weekly video segments. Also, built state-of-the-art HD studio
- Directed video content featuring local and international talent covering a wide variety of content, from comedy to live band performances
- Liaised with editorial team, ad rep firm, marketing & PR to populate site, develop processes for content-flow, promotion, contests and all other editorial and marketing aspects

#### Successes

- Launched Toro magazine online within 3 months of initial planning In first 3 weeks post-launch, achieved 84k ad impressions and 50k page views
- Managed Garage Band video franchise from concept to execution, liaising with artists, record labels and management to host and shoot interviews and studio performances by both up-and-coming and established international musicians, including The Stills, Danko Jones, 54-40 and Broken Social Scene
- Partnered with ET Canada to feature behind-the-scenes video of "Toro woman" photo-shoots

**Oct 2007 to Mar 2009**

**Black Angus Media, Toronto  
Manager, Creative & Technology**

*A digital media company serving multiple corporate clients, as well as the parent company of Toromagazine.com, Black Angus Media has built and maintained the following third-party social media sites in the last 12 months.*

#### Clients

- Advil: Created a social media site, wheretheresawill.ca
- Ford of Canada: Created a bilingual social media site, fordpoweredbyyou.com

#### Responsibilities

- Worked from a very basic concept to help client develop stance and potential of site and build a coherent campaign around this
- Managed project, analyzing concept and liaising between client, advertising agency and our designers, developers to meet requirements, within scope of strict client QA / QC standards (e.g. ISO 9001)
- Ongoing development and maintenance of sites post-launch

**Nov 2005 to Oct 2007**

**CanWest Interactive, Toronto  
Multimedia Producer**

*In November 2005, was appointed Multimedia Producer at CanWest Interactive – the growth engine of the CanWest's Canadian Ops, also the business segment responsible for driving*

*overall strategy and business integration. The canada.com network includes eleven affiliated newspapers websites as well as broadcast websites.*

#### Responsibilities

- Developed live and video-on-demand strategies for all CanWest properties, including broadcast, print, third-party and original online video content
- Managed nationwide build and roll-out of video provider across Global television stations and metro dailies, training local staff on digital video production and customizing product for their individual needs
- Developed & maintained video channel to support canada.com, newspaper.com sites and GlobalTV.com
- Manage video production for mobile devices
- Liaised with sales and marketing teams to secure sponsorship of video content
- Supervised and trained staff on all aspects of video production and distribution

#### Successes

- Increased daily video views by 80,000% across the canada.com network - Managed the video redesign of GlobalTV.com to showcase full episodes online & breaking news
- Nominated for a Gemini Award for video content on website for From The Ground Up

**Sept 2005 to Dec 2005**

**University of Toronto & Centennial College  
Sessional Instructor**

- Developed content, visual aids and other materials for two courses: “New Media Design” and “Tools and Processes for Communicators” - Planned and conducted weekly three hour lessons Responsible for creating tests, assignments and marking

**Dec 1997 to 2005**

**Diva Media, Toronto  
Freelance Publisher & Website Designer**

- Designed layout of a University of Toronto textbook, *Passing Through The Fever: Anatomy of an Epidemic* by L. Sawchuk and coordinated all aspects of production
- Organized sales and distribution of the textbook grossing over \$60,000.
- Also created an e-commerce website to support sales of the textbook
- Consulted with clients to develop overall look and graphic elements
- Estimated costs of materials and time to complete graphic design
- Conceptualized and produce graphic art and visual materials, prepared mock-ups and storyboards,

## COMPUTER SKILLS

Operating Systems - Fluent in Mac OS (10.5-9) Windows Vista, XP, 2000, 98, 95  
Software - Final Cut Studio Pro 2, Adobe Master CS3 (After Effects, Photoshop, Flash, Dreamweaver, Illustrator) AVID, Logic, Soundtrack Pro, Garage Band, DVD Studio Pro, iDVD, iMovie, Microsoft Office (Word, Excel, Outlook, Power Point) iWork  
Languages Actionscript, CSS, HTML, Java Script

## EDUCATION

**2001-2005**

**BA Hons, New Media Design and French  
University of Toronto**

*References available upon request*