

Kelvin Venne

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Integrated Producer

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Creative and results-driven professional with substantial experience in overseeing full spectrum of content production, from planning to editing, bridging creativity and efficiency for impactful video and photo productions. Notable success in conducting research, formulating scripts, and administering project execution. Distinguished for transforming innovative ideas into compelling product to resonate with targeted audiences. Expert at initiating actionable recommendations to boost overall production quality and efficiency. Deft at pushing creative boundaries and exploring latest techniques to create memorable and meaningful production results. Adept at delivering impactful content while efficiently coordinating diverse teams through all project phases. Instrumental in bringing visions to life through close collaboration with industry professionals.

Areas of Expertise

- Production Management
- Concept & Ideation
- Cross-Functional Collaboration
- Content Development
- Quality Control & Delivery
- Budget Management
- Project Management
- Strategic Planning & Execution
- Interpersonal Communication

Professional Experience

St. Joseph Communication, Toronto, ON
Lead Producer

2020 – Present

Oversee various production projects in close collaboration with art, creative, and account Directors aimed at meeting and exceeding client expectations. Orchestrate successful photography and video shoots, enhancing visual content production. Ensure timely and seamless project execution through effective scheduling and coordination of photographers, crews, and locations.

- Designed latest tracking and scheduling system to track photography projects and overall progress.
- Streamlined production processes by ensuring efficient delivery of marketing materials for Walmart, including weekly print flyers, e-commerce, monthly digests, packaging, signage, and social content.

Transcontinental Media Inc., Mississauga, ON
Video Producer

2018 – 2020

Administered timelines, budgets, and video production teams to complete projects in timely manner. Contributed to production of high-quality video content by executing video shoots, assuring seamless coordination of all client assets. Fostered strong client satisfaction by facilitating client requests and expectations on set and during post-production. Ensured accuracy and financial integrity in project deliverables by completing final reconciliation for invoicing upon job completion.

- Facilitated smooth project execution by providing effective project management for video shoots and overseeing entire process from pre-production through to post-production.
- Enhanced operational efficiency by generating budgets, booking crews, and managing end-to-end pre-production, production, and post-production for consumer and corporate videos for multiple clients such as Canadian Tire, Campbell's, Metro, Arterra Wines, Toys R Us, Reader's Digest, KraftHeinz.

Rogers, Toronto, ON
Project Manager/Producer (Contract)

2017 – 2018

Developed and monitored budgets and produced comprehensive project cost expenditure reports, enhancing project transparency and accountability. Complied to described guidelines in Letters of Agreement while executing project elements. Facilitated timely exchanges of materials, feedback, and approvals by maintaining effective communication between internal and external clients.

- Optimized program timelines and workflow for integrated and sponsored content across various media platforms for Rogers Media brands involving Chatelaine, Today's Parent, Canadian Business, Flare, and MoneySense.
- Improved workforce management by initiating requisitions for external vendors through Flextrack and Sensaas.

Producer/Writer – Corus Entertainment | 2014 – 2016

Managed casting, scripting, set design, motion graphics, and editing, achieving successful series of broadcast segments. Developed and executed creative concepts and story ideas for variety of projects. Managed all aspects of pre-production, including script development, budgeting, location scouting, and scheduling.

- Created and implemented new promotional concept for Nintendo's Splatoon game on Nintendo WiiU in Canada.
 - Re-versioned series of broadcast segments for US market and added them to Nintendo's YouTube channel, expanding content's reach and impact.
- Championed client promotion and branding by creating on-air promotions, billboards, sales tags, and contest spots with durations ranging from 05 to 30 seconds.
- Enhanced brand visibility for clients, including Nintendo, Adidas, Sunwing, Spin Master, Fujifilm, Parmalat, Hasbro, and Mattel, through production, directing, and story-editing of sales and sponsorship integrations for YTV, W, Teletoon, and CMT.

Producer/Director – Brand Heroes | 2015 – 2016

Wrote, produced, and directed promotional and online video projects from concept to completion, ensuring high-quality deliverables. Utilized creative instincts and communication expertise to make on-the-fly requests and suggestions to optimize quality of content. Fostered and fortified enduring rapport with students and faculty, creating environment conducive to open communication of personal stories and experiences.

- Contributed to effectively illustrating stories and delivering messages with greater emotional resonance and engagement.
- Improved visibility and engagement for Ontario Universities and Colleges, including University of Toronto, Humber College, and George Brown College, through production and project management of impactful promotional videos.

Story Producer – Bristow Global Media - NHL Revealed: A Season Like No Other | 2015

Developed cohesive and compelling narrative by examining footage, selecting clips, formulating scripts, meeting set standards, and resonating with audience of CBC. Collaborated with production team to create story outlines and scripts, ensuring consistency and coherence throughout production process.

- Contributed towards development of compelling 7 x 1-hour documentary series for CBC by collaborating with senior producers and editors.
- Enhanced overall quality and storytelling of documentary series by utilizing footage received from field producers.

Additional Experience

Producer – YTV CMT | Corus Entertainment, Toronto, ON

Producer | Re:Source Media Inc., Toronto, ON

Education

Bachelor of Arts in Sociology | University of Manitoba, Winnipeg, MB

Diplomas & Certifications

Creative Communications Dipoloma | Red River College, Winnipeg, MB

Technical Proficiencies

Microsoft Office Suite; Google Workspace; Working knowledge of Final Cut Pro & Premiere Pro