

Chelsey Payette

CONTACT

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creativeportfolio.work



Toronto, ON



EDUCATION

BACHELOR OF ARTS – ENGLISH

Minors: Film Study, Religion & Culture, Women Studies

Wilfred Laurier University
2008-2012

SKILLS

Video Editing

Copywriting

Graphic Design

Motion Graphics

Project Management

Budgeting

Research

Creative problem-solving

Time management

Organisation

Social media

WORK EXPERIENCE

REGIONAL MEDIA CO-ORDINATOR

Performance Auto Group

May 2019 – Present

I created engaging over 150+ videos and motion graphics promoting Performance Auto Group, their dealerships, and cars.

- Created over 150+ videos for a variety of purposes including sales, promotions, education, and social media.
- Managed and scheduled multiple projects simultaneously - balancing scope, time, cost, process, and quality.
- Oversaw video projects from pre-production through to post-production.
- Develop a video content strategy to increase effectiveness of video assets.
- Filmed content on a DSLR and video camera, and regularly maintained equipment.
- Edited videos and audio from start to finish on the Adobe Creative Suite.
- Created storyboards and wrote scripts to maximize project efficiency.
- Managed 15+ Youtube channels, ensuring content was up-to-date and engaging.
- Researched latest trends and developed impactful content that would resonate with targeted audiences.
- Coordinated and consistently communicated with a team to ensure videos met all brand standards and guidelines.

SHOW CO-ORDINATOR

Canadian National Sportsmen Shows

January 2019 – April 2019

On contract as Show Co-Ordinator for the Toronto Sportsmen's Show: a large, week-long trade show featuring 300+ exhibitors.

- Maintained relationships with event clients through excellent customer service.
- Coordinated and monitored event timelines and ensured all deadlines were met.
- Implemented administrative procedures that streamlined on-site show logistics.
- Managed an extensive database of over 300+ exhibitors through Excel and management software.
- Managed Show Office staff throughout the event.
- Wrote large-scale communications to exhibitors and other stakeholders.
- Organised and tracked all incoming all paperwork from exhibitors.
- Printed and organised all badges throughout the show.
- Ensured that the Show Office ran efficiently and followed all safety procedures.

DIRECTOR OF VIDEO OPERATIONS

Digital Dealership Solutions

June 2016 – February 2018

As Director of Video Operations, I worked closely with the CEO and Graphic Design department to produce co-ordinated video and graphic campaigns, and implement successful video marketing campaigns.

PROGRAMS

Adobe Premiere Pro

Adobe After Effects

Adobe Photoshop

Adobe InDesign

Avid Media Composer

Microsoft Word

Microsoft Excel

Wordpress

REFERENCES

Available upon request

- Created over 200+ high quality videos from script to post production.
- Developed and organized multiple video projects simultaneously, prioritizing projects in order of importance.
- Developed multi-media content for social media channels in accordance to the branding strategy.
- Researched concepts and strategies to optimize each video for the best audience reach.
- Communicated with and hired subcontractors as needed.
- Worked with and directed talent to achieve the best performances.
- Managed Youtube channels for Digital Dealership Solutions and several clients.
- Developed Digital Dealership Solutions' yearly social media and branding strategy.
- Wrote engaging blog posts for the company's social media channels.
- Set up video equipment for on-location shoots and filmed live events.
- Assisted the Graphic Design department in creating marketing materials as needed.

FREELANCE VIDEOGRAPHER

February 2018 – present

As a Freelance Videographer I met with clients to develop videos that would meet their goals and objectives, seeing them through all stages of production.

- Planned and scheduled video shoots, accounting for the client's budget and needs.
- Managed invoices and client communications on a consistent basis.
- Managed multiple projects simultaneously.
- Wrote and storyboarded scripts.
- Setup green screens for digital sets and special effect shots.
- Filmed videos on a DSLR on location and in studio, and edited footage using Premiere Pro.
- Created engaging and dynamic motion graphics in Adobe After Effects.
- Co-ordinated with subcontractors to ensure production went smoothly.
- Color-corrected and processed sound.

CLIENT SERVICES ASSISTANT

CBRE Hotels

April 2014 – November 2015

I worked with a top-level team to create quality marketing collateral by writing copy, formatting documents, verifying information and researching real-estate markets. On a daily basis I managed large Excel databases and responded to clients' communications in a timely, diplomatic manner.

- Supported five team members, organising projects to effectively meet deadlines and compensate for changing priorities.
- Designed ads marketing CBRE and listed hotel properties that have been viewed on a national scale. Ads were created in InDesign and adhered to CBRE branding standard.
- Researched and planned medium-scale events, including company presence at conferences and client-oriented events.
- Co-ordinated vendors and attendees to ensure smooth and successful events.
- Streamlined databases to make information consistent and easily accessible.
- Organised documents and information on a large network and maintained confidentiality on all sensitive documents.