



DENISE

O'CONNELL

 oconnelltv@yahoo.ca

 (905) 815-3488

 Oakville, ON L6J 7N6

SKILLS

- Content Creation
- Copy Editing and writing
- Video Production
- Live News and Media Production
- Managing crews, editorial teams and production schedules
- Effective storytelling in all genres and platforms
- Hiring and contracting talent
- Program development
- Working with and developing talent
- Social media campaign execution
- Financial and Business content

EDUCATION

RYERSON UNIVERSITY
Toronto, ON • 06/1995

Bachelor, Applied Arts : Broadcast Journalism

PROFESSIONAL SUMMARY

Video, broadcast, print and web professional with over 30 years of successful experience in content creation for broadcast, web, and print and corporate. Recognized consistently for performance excellence and contributions to success in the media and production industry. Also, CEO and Founder of TuckTats, an e-commerce business that designs and sells temporary tattoos to cover scars, with \$100,000 in sales revenue every year. Also passionate about diversity and inclusion, teaching, mentorship, and health and wellness.

WORK HISTORY

METROLINX - Senior Manager and Head of Editorial Content
06/2022 - Current

- Direct Metrolinx's editorial content strategy
- Lead a team of video content producers, editors, and writers
- Oversee metrolinx's content distribution including video, blog, and social media

TD BANK - Multimedia Content Producer
06/2015 - 06/2022

- Created 400+ outstanding pieces of video and web content that promotes TD's brand and expertise and educates current and prospective clients on financial literacy and well-being.
- Produce and develop new content and formats for broadcast, web and print.
- Resolved problems, improved operations and processes and provided exceptional expertise and service to the banks line of businesses.
- Selected to take part in the "Accelerate Your Career Mentorship Program" which has provided unparalleled visibility and access to working with senior executives, and the inner working of TD Wealth.
- Winner of the Quarterly "Star Award" for going above and beyond and showing excellence.

BELLMEDIA- Great Truckin' Food - Executive Producer/ Creator
06/2014 - 12/2016

- Developed and executive produced food show format. Responsible for decisions and execution on all aspects of production, as well as creative.

FUSION TELEVISION/HGTV US- Candice Tells All - Promo Producer
11/2011 - 06/2013

- Directed and produced a series of interstitials for web and broadcast
- Worked with network executives to help their vision come to fruition and help to define and direct marketing campaigns related to the program.

INDUSTRY WORK

RTNDA CANADA- Diversity and Inclusion Manager

Created and instituted a successful diversity and inclusion plan and campaign for the Canadian broadcast news industry. Worked with news directors across the country to educate, get buy-in and help execute their diversity initiatives.

MOHAWK COLLEGE- Professor

Taught a heavy course load to graduating students in the media faculty, on subjects such as documentary, live news production, television reporting, and social media.

PUBLICATIONS

Edited and published in over 50 different consumer and trade titles including Our Homes Magazine, ePregnancy, InBurlington, Parents Canada, Urban Baby and Toddler. Lake Erie Living among others.

TVONTARIO - Senior Editor/Producer

09/1995 - 05/2015

- Conceive, research, write, field produce content on for broadcast and web
- On-Air host for "Your Voice," a half-hour program dedicated to parents and issues in education.
- Produced current affairs, documentary and children's programming.
- Covered politics, culture, arts and entertainment, lifestyle and news.
- Trained contributors, editors, associates and designers on expectations, processes and organization style guidelines.
- Guided staff to achieve demanding targets under tight deadlines.
- Created long-term editorial calendars with publications, due dates, events and story assignments.
- Oversaw day-to-day activities, including story pitches, assignments, final revisions, layouts and office functions.

FOOD NETWORK - *You Gotta Eat Here* - Senior Show Writer

02/2012 - 09/2012

- Scripted wildly successful Canadian Screen Award-winning food series.
- Worked with on-air talent and guests to capture their personality and approachability on camera.
- Negotiated with network executives on their notes and script changes.
- Provided direction for crew to shoot segments in innovative ways.

MAGEE TV/FOOD NETWORK - *Everyday Exotic* - Show Writer

09/2009 - 03/2010

- Conceived, researched and wrote international food series.
- Worked with on-air talent to identify interesting ways to script content around food preparation.

FRANTIC FILMS- *'Til Debt Do Us Part* - Show Director

04/2007 - 12/2008

- Directed and story edited full half-hour episode of reality tv financial makeover series.
- Worked with participants to capture emotion and realism during filming.
- Superior knowledge of interview techniques allowed me to get the best, most emotional responses from guests, resulting in award-winning episodes.
- Participated in meetings with producers and production crew to keep program in step with creative vision.
- Supervised large crew and delivered effective directions to keep teams focused and responsive on creating the best content.

CBC TORONTO - *Living in Toronto* - Segment Producer

01/2007 - 03/2007

- Conceived, researched, field directed segments for local lifestyle series.
- Researched, developed and pitched stories that reflected unique sensibilities of CBC Toronto's network brand.
- Developed schedules for production, editing and duplication for timely delivery.

CBC NEWS - Producer

05/2006 - 06/2015

- Produce, research, write, script edit and vet national newscasts and assist in production of national stories.
- Coordinated with producers, on-air talent and guests to create program content, new ideas, scripts and segments.
- Guided producers and executives in best story development practices and sound design concepts to encourage innovation in production technique.
- Responsible for editorial decisions such as line-up of show.
- Control-room producer for on-air talent to direct the flow of conversation.

NBC UNIVERSAL- Today - Producer

04/2012 - 06/2015

- Responsible for chasing and booking high-profile guests, producing on-air talent, and segment creation for stories located in the Greater Toronto Area.

BNN - Specials Producer

05/2010 - 06/2015

- Shape and execute extensive special live coverage.
- Work with guests, on-air talent and production crew to create half-hour or hour-long specials on business and finance.

EDWARD JONES INTERNATIONAL - Senior Producer/Director

11/2012 - 06/2015

- Created corporate and commercial video based on business and finance.
- Responsible for production co-ordination including hiring and contracting freelance production crew and talent for local shoots.
- Managed crews and provided input and direction to regarding content and shoots.

CISION - Senior Video Producer

03/2002 - 06/2015

- Work with various clients to create commercial and corporate video.
- Oversaw day-to-day operations for all production specializing in creating videos for webcasting, commercials and special events.
- Coordinated with clients to define project, vision, scope and budget.

DISCOVERY LATIN AMERICA - Senior Producer

04/2012 - 05/2013

- Oversee/Produce promos of Canadian-produced television shows for Latin American market.
- Responsible for hiring and contracting local freelancers, talent and crews for production occurring across North America.
- Responsible for producing content in English and Spanish.

CTV - Story Producer

10/2005 - 09/2012

- Wrote, chased, researched and field produced items for national news and current affairs shows.
- Planned video shoots in studio and remotely by managing production through all stages to completion.
- Collaborated with network executives to define and propel organization's mission and vision.

VISION TV - Host and Reporter

11/2003 - 06/2004

- Conceived, directed and hosted segments related to issues in religion and spirituality.

CHCH-TV - Host and Reporter

05/1995 - 01/1996

- Reported on issues in the Greater Toronto Area
- Hosted community segments