



DENISE O'CONNELL

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PROFESSIONAL SUMMARY

Video, broadcast, print and web professional with over 30 years of successful experience in content creation for corporate communications, web, broadcast and print. Recognized consistently for excellence and contributions to success in the Media and production industry. 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.

AREAS OF EXCELLENCE

- Storytelling
- Interviewing
- Video and live production
- Managing crews, editorial teams and production schedules
- Working with and developing talent
- Program development
- Financial, business and lifestyle content

EDUCATION

RYERSON UNIVERSITY

Toronto, ON • 06/1995

Bachelor, Applied Arts: Broadcast Journalism

WORK HISTORY

TD BANK - Multimedia Storyteller

06/2015 - Current

- 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.
- 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.

CBC - Producer (Various News and Lifestyle Programming)

05/2006 - 06/2015

- Produce, research, write, script edit and vet national newscasts and assist in production of national stories.
- Responsible for editorial decisions such as line-up of show.
- Control-room producer for on-air talent to direct the flow of conversation.

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

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

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.

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 Bloomberg - *Specials* Producer

05/2010 - 06/2015

- Shaped and executed extensive special live coverage and other pre-produced one-hour specials.

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.

OUR HOMES MAGAZINE - Editor

01/2010 - 06/2015

- Assigned stories, led content development meetings and reviewed and copy edited completed stories to guide execution of concepts and tone.
- Managed budgets

CISION - *Senior Video Producer*

03/2002 - 06/2015

- Worked with various clients to create commercial and corporate video and webcasts.

TVONTARIO - Senior Producer (*Studio 2, TVOParents, TVOKids*)

09/1995 - 05/2015

- Conceived, researched, wrote, field produced content on for broadcast and web
- On-Air host for "Your Voice," a half-hour program dedicated to parents and issues in education.

FOOD NETWORK - Senior Show Writer (*You Gotta Eat Here/Everyday Exotic*)

09/2009 - 09/2012

- Scripted wildly successful Canadian Screen Award-winning food series.

CTV - Story Producer

10/2005 - 09/2012

- Wrote, chased, researched and field produced items for national news, lifestyle and current affairs shows.

BREAKTHROUGH FILMS/TVO - *Think Big* - Show Director

06/2009 - 09/2009

- Wrote, directed and story edited full episodes of kids live action competition-based reality show.

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.

SLICE - Segment Producer (*Yummy Mummy/The Mom Show*)

06/2004 - 04/2006

- Field directed makeover and decor segments for national parenting series'.

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