



EDUCATION

MDM, MASTER OF DIGITAL MEDIA

Ryerson University
Toronto, Ontario, Canada
2018 - 2019

BA, CREATIVE INDUSTRIES

Ryerson University
Toronto, Ontario, Canada
2013 - 2017

PROFESSIONAL SKILLS

- Storytelling
- Copywriting
- Graphic Design
- Design thinking
- Persuasive design
- Project management
- Content strategy
- Creative direction
- Content creation
- Social marketing

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe XD
- Canva
- Ross Inception
- Kentico

PROFILE

With over eight years of experience in the media and entertainment industry, Brianne is an **interdisciplinary creative specializing in storytelling, content development, and social media strategy**. She has a proven track record of creating engaging content across various platforms, from television to digital media.

WORK EXPERIENCE

ASSOCIATE PRODUCER

Lakefront Luxury - Nikki Ray Media Agency (2024 - present)

Responsible for sourcing realtors and luxury waterfront properties and crafting episode storylines for season 5 of A&E's top-rated show, 'Lakefront Luxury.' Managed logistics, including scheduling and contracts, and maintained communication with realtors, homeowners, the director, and production manager.

DEVELOPMENT PRODUCER

Nikki Ray Media Agency (2023 - 2024)

Developed unique unscripted TV concepts for major Canadian and US broadcasters, including A&E, TLC, Magnolia, and Netflix. Brainstormed show ideas, researched market trends, and sourced talent. Created pitch decks and sizzle reels for network executives.

CONTENT PRODUCER

Breakfast Television - Rogers Sports & Media (2021 - 2023)

Created engaging live TV segments for Canada's #1 morning show and digital channels. Chased and produced daily segments, secured exclusive content, and pitched original stories. Developed relationships with on-air guests and publicists, provided creative input during production, and secured brand partnerships for giveaways. Produced sales integrations and repurposed on-air content for digital platforms.

SOCIAL CONTENT & MARKETING COORDINATOR

Maple Leaf Sports & Entertainment (2019 - 2021)

Managed digital strategy for Real Sports Apparel, RS, and e11even. Coordinated CRM schedules, monitored analytics, and developed content strategies. Wrote copy and approved graphics for various marketing channels including in-venue and out-of-home, planned and led photoshoots, and tracked the marketing budget. Contributed to developing MLSE's DEI strategy for the Raptors, Maple Leafs, Toronto FC, and Toronto Argos.

FREELANCE WRITER

SYRUP (2020), etalk (2019), March For Our Lives (2019), The GrowthOp (2018), The Loop (2018), Much (2017-2018), Teen Vogue (2018), VICE Media (2016), Her Campus (2014-2016)

Pitched and provided editorial content for notable Canadian and American publications on a weekly, monthly, or one-time basis.



PROJECTS

BLM TASK FORCE

Collaborated on MLSE's brand response to Black Lives Matter, delivering immediate actions and long-term strategies for the Toronto Maple Leafs, Raptors, and FC. Key initiatives included a BLM content strategy, Raptors merch line, and branded buses.

GEN Z INSIGHTS

Recognizing MLSE's need to reach a younger audience, this project used quantitative and qualitative research to understand how to market to current and untapped audience groups.

INTERESTS

- Social Entrepreneurship
- Fashion
- Music
- Entertainment
- Travel

JUNIOR WEB PRODUCER

The Marilyn Denis Show (2017-2018)

Coordinated the digital production of The Marilyn Denis Show's "10 Days of Giveaways." Managed online contests and wrote gift guide articles for the website.

MARKETING & SALES COORDINATOR

Evolve ETFs (2017)

Supported the daily marketing operations of a start-up ETF investing company. Coordinated projects with the Head of Marketing, created digital assets for presentations, and brainstormed marketing campaigns for upcoming ETF launches.

INTERNSHIPS

DIGITAL CONTENT SPECIALIST

The Curious Review (2019)

Planned, researched, and created editorial and social media content for the media technology start-up.

DIGITAL INTERN (MUCH / MTV CANADA)

Bell Media (2016)

Assisted on web, mobile and video content creation by contributing ideas, written content and copy editing to *Much*, *Space*, *MTV*, *MTV FORA*, *Far & Wide* and *CTV*. Also assisted in behind-the-scenes work for the iHeartRadio Much Music Video Awards. Increased the overall website traffic of Much.com between May-August.

FASHION ADMIN ASSISTANT

Tanis Emmett Wedding Style (2014)

Updated appointment sheets, steamed and washed dresses, bedazzled veils, and assisted with product presentation and packaging.

MARKETING ASSISTANT

Pickering Town Centre (2012)

Attended marketing meetings and assisted in the coordination and creation of content for the mall's website.