CHRISTINE TIPPETT

DIGITAL PRODUCER/EDITOR

CONTACT

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📍 Toronto, Ontario

SKILLS

Content Creation & Strategy

Visual Storytelling

Digital Production

Social Media Analytics

Video Editing

Copywriting

Brand & Community Management

EDUCATION

Journalism, Specialization in Broadcast
Humber College
Post-Grad Diploma, Dean's Honour List x 2
2014 - 2016

Media, Information, and Technoculture (MIT), Honours Specialization & Psychology, Minor
Western University
Bachelor of Arts, Dean's Honour List x 4
2009 - 2013

CERTIFICATIONS

Video Post-Production Certificate
George Brown College
Courses:
- Digital Video Editing
- Motion Graphics and Visual Effects
- Advanced Editing and Visual Effects
2022 - 2023

PROFILE

- Award-winning social media producer at a top media and content company
- Collaborative and strategic digital leader with a confident growth mindset
- Experienced media production professional with strong editorial judgment
- Creative individual with vast knowledge of pop culture and trends
- Detail-oriented, driven, dedicated, and energetic team player
- Exceptional communication, organizational, and interpersonal skills
- Able to prioritize and multitask in a fast-paced and dynamic environment
- Trained and skilled in Premiere Pro, After Effects, Photoshop, and Audition
- Well-versed in analytics, copywriting, video editing apps, Canva, and Sprout

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WORK EXPERIENCE

Social Media/Video Production

Social Media Specialist @ CTV's The Social *(Bell Media)*   *June 2021 - Present*

- Manage Instagram, TikTok, Facebook, and YouTube accounts, totalling an audience of more than 1M
- Ideate, pitch, produce, write, and edit original content for social media platforms
- Execute community management to encourage a positive, safe environment and create content that mindfully represents diverse communities
- Collaborate with on-air talent, editorial, production, and design teams to create content and elements for posts
- Operate as an in-house production studio: book studios and talent; operate audio, lighting, and camera equipment; lead creative and editorial direction
- Produce brand partnership content for clients including Audible, Shoppers Drug Mart, Indigo, Joe Fresh, MAC Cosmetics, CIBC, and more
- Mine the broadcast show daily for entertaining and informative content including clips, GIFs, and montages to drive engagement and views
- Strategize for tentpole specials, holidays, and top corporate priorities to promote tune-in to broadcasts and elicit engagement online
- Analyze data on a micro and macro scale to ensure growth and performance in top KPIs and metrics
  - In 2023 (vs 2022): accelerated net audience growth rate by 16x and added 500K followers, accumulated 185M video views (up 386%), made over 230M impressions (up 105%), and built up an engagement rate of 8.3% (up 82%)
- Awarded one of Bell Canada's top honours in 2023 – the Excellence & Innovation Award – for outstanding work during a milestone period

Television Production/Journalism

Production Coordinator, Backfill Segment Producer, Associate Producer,   *2016 - 2021*
News Writer, Chase Producer @ CTV's News Channel, Your Morning, and
The Social *(Bell Media)*

- Produced compelling segments, edits, and promos for broadcast and specials
- Coordinated all daily show assets including video, clips, photos, and graphics
- Collaborated with producers, editors, and designers to create elements
- Chased, booked, and pre-interviewed top-tier guests for national broadcast
- Worked with in-studio reporters to produce live reports on the day's top news stories, including scripting and visual components
- Wrote concise and accurate copy for a variety of topics under tight deadlines
- Created headline briefs and teasers with engaging copy, audio, and visuals
- Vetted scripts and banners to ensure the show was accurate and cohesive
- Found and pitched a variety of national and international stories for broadcast