

## Select Digital Media & Marketing Experience:

1999 to present

### **Veria.ca**

FOUNDING PARTNER, DIGITAL MEDIA & MARKETING STRATEGIST, Vancouver, BC & Saskatoon, SK (formerly eMage eMarketing)

- ♦ Develop new business through strategic partnerships, networking and online promotion & engagement.
- ♦ Develop and implement successful digital marketing and online content strategies for such clients as the National Film Board, Yukon Film and Sound Commission, Angel Entertainment, filmmakers Andrew Williamson, Karen Lam, Daniel Redenbach and many, many others.
- ♦ Research and write all proposals and an occasional blog on digital marketing for screen media (*From Search to Screen* – [www.veria.ca/blog](http://www.veria.ca/blog)).

2011 to present

### **StorypreneursUnite.com**

DIGITAL MARKETING & STRATEGY MENTOR, TEACHER, COACH, Various

- ♦ Built & continue to update website of resources for filmmakers and media storytellers at StorypreneursUnite.com.
- ♦ Design and present workshops & seminars in conjunction with key industry stakeholders such as the Independent Production Fund, National Screen Institute, Telefilm, Cultural Human Resources Council, Creative BC, On Screen Manitoba, Saskatchewan Media Production Industry Association, the Canadian Film Centre, Telus STORYHIVE, Vancouver International Film Festival, Vancouver Web Fest and Women in Film.
- ♦ Provide coaching & mentorship for filmmakers and other media storytellers, including those in the Telefilm Micro-Budget/Talent to Watch program.
- ♦ More details under “Select Recent Speaking/Teaching Experience” below.

2012 to present

### **Digital Media Juror**

- ♦ Sat on Creative Saskatchewan jury (2016)
- ♦ Sat on Pre-Selection Independent Production Fund jury (2015 & 2016)
- ♦ Sat on CMF Experimental Stream jury (2013, 2014 & 2015)
- ♦ Sat on BC Film + Media Interactive Fund jury (Spring 2012)

2012-2013

### **Shift Media Group**

DIRECTOR OF DIGITAL MEDIA & MARKETING, Toronto, Winnipeg, Saskatoon, Regina, Vancouver

- ♦ Developed master digital business & marketing strategy for strategic alliance that included Veria, Partners in Motion, and Original Pictures.
  - ♦ Responsible for sourcing and developing digital media business and opportunities.
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## Select Recent Speaking/Teaching Experience:

- 2014 to present      **Becoming a Storypreneur: Digital Marketing for Screen Media Creatives**  
StorypreneursUnite.com (online 11-week course)
- ◆ Four Canadian cohorts to date have included participants from across Canada sponsored in part by Telefilm Canada, Creative BC, SMPA, AMPA & OnScreen Manitoba.
  - ◆ Two Swedish cohorts have run in conjunction with BOOST Hbg and included transmedia producers from Sweden.
- 2015 to present      **From Our Dark Side National Genre Scriptwriting Contest Mentorship**  
Women in Film & TV Vancouver (online)
- ◆ Provided digital marketing mentorship and consulting for female screenwriter winners for 2015, 2016, 2017 and 2018 versions of contest.
- 2018                      **Digital Marketing for Saskatchewan Film, TV & Web Series**  
SMPA & Creative Saskatchewan (online 6-week course)
- 2018                      **STORYHIVE 100K Digital Marketing & Audience Engagement Workshop**  
Telus STORYHIVE & National Screen Institute (online 5-week course)
- 2017-2018              **Finding Your Audience Workshop**  
Vancouver International Women in Film Festival 2017 & 2018 (Vancouver)
- 2016-2017              **Digital Bootcamp for Micro-Budget Production Program (2016-2017 cohort & 2017-2018 cohort)**  
Telefilm Canada (Toronto)
- ◆ Developed & presented 2-day applied digital marketing bootcamp
- 2017                      **Digital Bootcamp for Film and Interactive Producers**  
Ontario Media Development Corporation (Toronto)
- ◆ Developed & presented full day applied digital marketing bootcamp for 12 feature film teams on Day 1 and 12 interactive teams on Day 2
- 2016                      **NSI Business for Producers Webinar Series**  
National Screen Institute (online 4-week workshop)
- ◆ Developed & presented webinar series on digital marketing for production companies in conjunction with NSI bootcamps.
- 2015                      **Unlocking Digital Success**  
Canadian Film Centre (Toronto)
- ◆ Developed & presented full day applied workshop on digital marketing for producer, director and writer participants in the Cineplex Film Lab.
- 2015                      **Crowdfunding for Creatives**  
Saskatchewan Media Production Industry Association (Regina & Saskatoon)
- ◆ Developed & presented full day applied workshop on crowdfunding best practices and strategy for members of the creative industries.
- 2015                      **Discovering the Business Model in the Data Presentation**  
VIFF Industry – DNA of Discoverability & Totally Indie Day (Vancouver)
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## Select Media Experience:

2016-present

### ***Spiral (Season 1)***

TRANSMEDIA PRODUCER & DIGITAL STRATEGIST, Vancouver, BC

- ◆ Helped develop overall digital marketing & distribution strategy, as well as concepts for transmedia elements to support dramatic mystery web series.
- ◆ Created and maintained website in support of series for Season 1.
- ◆ Managed & supported implementation of digital distribution, transmedia story extensions and online audience development/community management.

2012-present

### ***The Other Side (Seasons 1-4)***

DIGITAL PROJECT MANAGER & STRATEGIST, Saskatoon, SK

- ◆ Developed concepts for digital story extensions for indigenous paranormal investigation show airing on APTN.
- ◆ Created and maintained website in support of series for Seasons 2-4.
- ◆ Managed & supported implementation of digital story extensions including contests, crowdfunding campaign, quizzes, apps and other content elements.

## Select Volunteer Experience:

2014 to present

### **Women in Film & TV Vancouver, Advocacy Committee**

Vancouver, BC

2016 to present

### **Saskatchewan Interactive Media Association, Board of Directors**

Saskatchewan

2016 to present

### **Saskatoon Film Forward Working Group, Member & Mentor**

Saskatoon, SK

2012 to 2015

### **Saskatchewan Media Production Industry Association, Board of Directors**

INTERACTIVE MEMBER & SOCIAL MEDIA CAPTAIN, COMMUNICATION & ADVOCACY COMMITTEE CHAIR, Saskatchewan

## Education:

**B.A., Film and Television Studies, 1995**

University of British Columbia, Vancouver, BC

**B.A. Honours, English (3 years), 1989**

University of Saskatchewan, Saskatoon, SK

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## Professional Development:

**DigiCanCon Consultations**, 2016  
Online

**Discoverability Conference Livestream**, 2016  
Toronto, ON

**Merging + Media Market & Conference**, 2014  
Vancouver, BC

**Transmedia Vancouver Meetup Group**, 2011 to 2014  
Vancouver, BC

**SMPIA Multi-platFORUM**, 2011 & 2012  
Regina, SK

**Merging + Media Transmedia Lab** (scholarship), 2011  
Vancouver, BC

**SaskInteractive Events**, 2010 to 2012  
Saskatoon/Regina, SK

**Women in Film Workshops**, 1993 to 1999  
Vancouver, BC

**Producer's Lab**, 1997  
Canadian Film Centre, Toronto, ON

**Producer's Workshop**, 1996  
National Screen Institute, Edmonton, AB

**Producing for the Filmmaker**, 1996  
Cineworks Independent Filmmaker's Society,  
Vancouver, BC

**Electronic & Film Media**, 1992  
Banff Centre for the Arts, Banff, AB

**Creative Writing**, 1987  
Saskatchewan Summer School for the Arts,  
Fort Qu'Appelle, SK

## Professional Affiliations:

**Saskatchewan Media Production Industry Association**  
1992-1993; 2011 to present

**International Academy of Web Television**  
2011 to 2015

**Search Engine Marketing Professionals Organization  
(SEMPO)**  
2011-2013

**International Association of Business Communicators**  
2012-2013

**Saskatchewan Professional Marketing Association**  
2011-2013

**Saskatchewan Interactive Media Association**  
2010-2012; 2015 to present

**Association of Interactive Marketing & Sales**  
2000-2010

**International Internet Marketing Association**  
2001-2009

**Wired Women**  
2000-2008

**Women in Film Vancouver**  
1993-2005

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