

Amanda Groulx



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Production Coaching & Training | Educational Content Creation | Broadcast & Live Production

An outgoing, motivated, self driven collaborator with excellent communication skills and a technical knowledge of broadcasting and production. Experience working in high pressure environments to produce high quality video content both live and recorded. Background in education, training and facilitation. Makes great decisions quickly, adapts well in constantly changing situations. Motivates others to bring their best to a production team.

Skills

- Live and pre-recorded broadcast production
- Event creation and facilitation
- Video editing and post production
- Asset management, scheduling and resource distribution
- Written and oral communication
- Scripting and storytelling
- Recruiting, coaching and training
- Creation and maintenance of educational resources
- Ability to meet and exceed quality standards and expectations

Technical Knowledge

- Studio production equipment
- Digital control interfaces
- EFP camera operation
- Adobe Creative Suite
 - Premiere
 - Photoshop
 - After Effects
 - Audition
- Avid Media Composer
- Ross Video Xpression
- Google Workspace
- Broadview Software (Programming and asset management)
- Anycast Production System

Professional Experience

Producer, International Studio, Shopify

August 2021 – Present

Independently manage and operate the International Production space at Shopify's Toronto port, generating high quality educational content in over a dozen languages.

- Lead, mentor, and coach a team of over 20 amateur hosts to achieve on air performance at a professional level, while making expert use of video production equipment. Streamline processes to work with a remote post-production team, publishing over 150 videos so far in 2022.
- Created and continue to maintain a multilingual host program including recruitment, documentation, training, engagement, feedback and succession planning.
- Coordinate assets, work with with facilities, workforce planning and multilingual leadership to engage stakeholders building relationships and a collaborative environment.
- Collaborate with peers and leadership to create investment plans, team enrichment activities and plan for the future of the project.

Support Advisor, Shopify

April 2021 – August 2021

Facilitates high quality, human-centered experiences for Shopify Merchants through phones, chats and emails.

- Sources information from internal and external resources to answer questions, solve problems and explore growth opportunities for business owners.
- Actively listens and communicates effectively, utilizing a strong knowledge of the Shopify Platform.
- Able to handle high pressure situations and difficult conversations, ensuring our merchants get the most out of their time with us.

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Producer, Community Engagement, Cable 14 Hamilton

November 2015 – December 2020

Managed large scale volunteer programs while producing up to three programs a week and engaging in special projects.

- Led all the elements of the first ever Cable 14 Impact Awards program, which celebrated the team's accomplishments over the past year. This included all aspects of this event and remote production from the award nominations to polishing the show for broadcast and hosting a livestream watch party.
- Created and facilitated learning content on topics such as hosting, camera operation, switching, audio board, teleprompter, lighting, graphics system, building graphics, editing and posting video, creating animated production elements, storyboarding, and back-end preparation.
- Managed a team of up to 70 students, community members and volunteers. Taught program participants broadcast production skills, and scheduled them to participate as crew on various productions. Collaborated with educational institutions to provide grades and meet curriculum expectations.
- Scheduled production requirements, equipment, and crew to ensure the right resources and people were ready for effective production. Balanced limited resources to meet the needs of different departments.
- Created a best practice document for the use of social media that assisted producers in having a standardized approach resulting in a 600% increase in social media engagement.
- Maintained video streaming library for Cable14NOW.com, coordinating between departments to make sure all program streams were up to date.

Producer, Rogers TV Simcoe Grey

September 2010-November 2015

In this role produced a variety of content for several stations in the Simcoe Grey region including current affairs, news, lifestyle, cultural, special events, political and interest programming.

- Identified for the opportunity to move into a Producer role learning the skill set required for the role within 3 months.
- Directed flagship production for region "Geogian Bay Life," a magazine style morning show managing the team, bookings, scheduling, and production live to air.
- Utilized digital remote camera systems to feed City Council Meetings Live to air operating six cameras, audio input, graphic systems, and visual systems.
- Collaborated with a peer to produce an award winning documentary on a Habitat for Humanity build in Owen Sound.
- Pitched, and successfully produced 'Did You Know with Amanda' as a passion project. This monthly 30 minute feature program highlighted local nonprofit organizations and their impact in the community.
- Nominated for RTV Impression Award for a series of one minute features on unique people and stories.

Videographer, Rogers TV Simcoe Grey

August 2009 - August 2010

Produced a weekly half-hour news program; booked, shot, edited, and voiced stories, as well as hosted the program and packaged the final product, first tape-to-tape, then with non linear editors.

- Problem solver for technical issues and equipment problems that impacted the efficiency of production.
- Stepped up in a crisis situation to take responsibility for a live lifestyle production, learning all of the elements in a short amount of time to ensure the continuity of the program.

Broadcast Intern, Rogers TV Simcoe Grey

October – December 2008

- Acted as a videographer contributing stories and packages to First Local News.

Education & Training

- **Ryerson University:** Bachelor of Journalism Broadcast Major (2009)
- **Future Media Concepts:** Introduction to Adobe Premiere Pro, Introduction to Adobe After Effects
- **Roger TV Internal Training:** Avid, Ross Expression, Carbonite Video Switching Systems, Advanced EFP Lighting, AnyCastSynergy Studio Control