

LARISSA LEE

CREATIVE MEDIA



La ris sa
/lah-rih-sa/
proper noun

1. Professional aesthete
2. A person who can't go a day without tea
3. A passionate, creative, self-motivated individual



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EXPERIENCE

DIGITAL PROGRAM MANAGER

WE Charity

March 2019-May 2020

A non-profit international development charity, youth empowerment movement and educational partner.

- Producer and Floor Director of interactive live broadcast events out of the WE Global Learning Centre
- Managed and directed full crew of camera operators, technical directors, and audio technicians
- Led staging and/or Skype Produced with high profile talent such as Chloe Wilde, Sophie Trudeau, Lily Collins, Tyler Shaw, Joe Jonas, Bryan Cranston and many more
- Created creative content (graphic & video) for youth programming and live events
- Collaborated with partners such as TELUS, Allstate Foundation, RBC and Unilever on content and delivery
- Created service-based digital learning modules and programming for youth across North America and the United Kingdom
- Adapted live in-person broadcasts to the virtual stage using STAGETEN during the COVID-19 pandemic

PRODUCTIONS ASSISTANT

Unreasonable Studios (Budweiser Pride Parade)

June 2018

- One day shoot for Pride Parade Commercial
- Assisted with talent operations and non-disclosure agreements

MASTER OF CONTENT

The Content Store

2018-2019

A boutique marketing agency specializing in strategy and content creation for companies, organizations and individuals.

- Worked directly with Founder and CEO, creating customized marketing strategies for each client
- Managed, maintained and analyzed social media platforms for the company and its clientele
- Created strategic social media plans to account executives, management and clients
- Created proposals and reported monthly performance of digital content
- Provided videography and photography along with still image and video editing
- Created visual graphic concepts for both company and its clientele
- Re-branded company's look and feel, and brand identity
- Redesigned and optimized visual, SEO, User Interface and User Experience of company's website
- Collaborated with brands such as Skate Ontario and Dress Wright

GRAPHICS, VIDEO & BRAND INTERN

Invictus Games Toronto 2017

June - September 2017

The Invictus Games is an international adaptive multi-sport event, created by Prince Harry, in which wounded, injured or sick armed services personnel and their associated veterans take part in sports.

- Provided in-house graphic design support and worked to ensure consistent branding for newspaper advertisements, banners, social media, and additional event materials
- Provided video editing support for videos played at the Air Canada Centre for the Opening Ceremony and social media promotion





FREELANCE GRAPHIC DESIGNER

Resiliency4Recovery Oakville
2018

A local non-profit program that finds ways to improve the lives of young adults through recovery of drug and alcohol addiction.

- Designed new treatment to the company's branding through items such as promotional brochures and logo redesigns

VIDEO EDITOR & PRODUCTIONS ASSISTANT

RachhLoves Inc
2015 - 2017

A major Canadian Youtube channel in the beauty, fashion, and lifestyle space. The channel has over 1.4 million subscribers.

- Edited video footage from raw to presentation format, still image editing for thumbnails and video production work
- Worked in a fast-paced environment with 2-3 videos per week for both main channel (RachhLoves) and lifestyle channel (RachhLovesLife)

VOLUNTEERING

HEAD OF VIDEOGRAPHY

Fashion for Change UW
January- June 2018

A non-profit organization that unites students at the University of Waterloo to host the largest student-run charity fashion show in the KW region. All proceeds go towards a village in Sierra Leone.

- Managed and delegated projects to a team of 10 videographers
- Guided beginner videographers and taught basic camera skills
- Filmed and edited necessary content for promotion and marketing of events
- Co-directed three part mini series, 12 transition videos, and term long behind the scenes documentary

MARKETING/ PHOTOGRAPHY LEAD

TEDxUW
2016-2017

A program of local, self-organized events in KW that bring people together to share a TED-like experience.

- Contributed to vision, direction and creation of marketing and promotional strategies
- Filmed, edited and photographed any content necessary for promotion leading up to the event
- Directed 10 part series of speaker introductions, weekly advertisements, and final TEDTalks to be posted on TED.com

EDUCATION

UNIVERSITY OF WATERLOO: STRATFORD SCHOOL OF INTERACTION DESIGN AND BUSINESS

Bachelor of Global Business and Digital Arts
2018

- Graduated with Distinction
- Semester Abroad (Jan 2017) at Lancaster University, England

WHITE OAKS SECONDARY SCHOOL

Oakville ON
2014

- French Immersion Certificate
- International Baccalaureate Diploma
- Ontario Scholar

