

ADRIAN WALLACE

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PROFESSIONAL SUMMARY

Innovative writer and content producer with eight years of progressive industry experience. Catalyst in storytelling and developing content that is continuously pushing the boundaries of creativity through use of the latest digital media frameworks.

CORE KNOWLEDGE AND SKILLS

- Microsoft Office – Word, Excel, Powerpoint, Outlook, Project, Visio
- Social Media – Facebook, Instagram, Twitter, LinkedIn, Trello, Asana
- SEO – Yoast, Google Adwords, Google Search Network, Google Display Network
- Adobe Creative Suite – Photoshop, Premiere, Illustrator, InDesign, Lightroom, Audition, After Effects
- Avid – Media Composer, Pro Tools
- Final Cut Pro
- HTML Platforms – WordPress, WIX

EDUCATION

Reelworld E20 2020 Program (2020)

One of 20 emerging BIPOC talents selected to partake in a rigorous collection of project development workshops and industry training with executives and professionals within the Canadian entertainment industry.

Being Black in Canada Selectee (2019-2020)

One of 15 emerging filmmakers selected across Canada to produce a documentary under professional coaching and development training.

Humber College (2012-2015)

Film & Television Production Program
Majors: Directing, Scriptwriting, Transmedia Development & Web Series Production

Humber College (2009-2011)

Comedy Writing & Performance Program
Focus on Acting for Film and Television, playwrighting/scriptwriting, sketch comedy, and improvisation.

PROFESSIONAL PROFILE

- Develops concepts, copy, and executes innovative ideas for clients
- Creates work that aligns to marketing and creative objectives while advocating integration between mediums
- Develops strategically powerful creative ideas based on the scope of project
- Always at the forefront of emerging trends in content marketing and proactively champions compelling ideas for external materials
- Acts as a thought-provoking leader and strategic thinker who can understand, engage and liaise with a wide variety of team members and clients
- Ensures work meets the clients' needs, brand standards and best practices
- Continuously looking for ways to support and improve creative processes and procedures
- Demonstrates agility by taking on ad-hoc tasks and projects as needed
- Bilingual in French

PROFESSIONAL EXPERIENCE

6ixBuzz TV

October 2020 - Present (Part-time Contract)

Editor-in-Chief

- Overseeing all staff writers and website content, delegates journalist weekly tasks
- Lead writer, researcher
- Reviews, edits copy and ensures it stays on brand, on voice, and relevant

ELMNT FM - 95.7/106.5

May 2018 - May 2019 (Contract)

Creative Director

- Led weekly production meetings to discuss commercial execution, challenges and solutions
- Liaised between production, traffic, sales department, and clients for both stations
- Researched and built sound libraries, curated playlists for commercial production
- Wrote and developed commercial scripts, station and commercial advertising campaigns, and station ID concepts
- Produced and edited website and blog content for both stations

Successful Accomplishments and Achievements:

- Written over 50 commercials that were produced and put on-air
- Dued as a Creative Lead for both Toronto and Ottawa radio stations simultaneously
- Scored exclusive promotion rights for select clients and advertisers

MALTON UNITED BOARD

May 2015 - May 2018

Director of Social Marketing

- Created multimedia content for board website and social media marketing and project managed all social media campaigns as needed
- Fostered brand growth and loyalty recruiting sponsors and local community strategies working with external vendors and developing event plans
- Measured and coordinated with analytics to report on social media growth and engagement across all platforms
- Designed performance line-ups and scheduling for annual festivals
- Performed community outreach events, engaging communities with content and conversation through public speaking, workshop facilitation, and event hosting

Successful Accomplishments and Achievements:

- Witnessed the full execution of two planned Malton Community annual festivals
- Resumed the role of previous Director of Social Marketing mid-campaign
- Improved growth substantially in festival attendee numbers and social media followers annually

ROTOROB FANTASY SPORTS

June 2013 - May 2015

NBA Editor

- Curated, wrote and reported NBA news weekly
- Pitched and developed the content creation of original article ideas
- Competed in fantasy basketball sports leagues as an ambassador of the company's brand
- Researched player scouting, free agency trends and player statistics
- Developed and wrote fantasy basketball player strategy guides

Successful Accomplishments and Achievements:

- "Contributor of the Year" nominated in first year of sports news writing
- Mentored writers who were later recruited as contributing editors
- Won two ESPN Fantasy Basketball leagues back-to-back

HUMBER COLLEGE/ BOB RUMBALL CENTRE FOR THE DEAF

May 2012 - May 2013 (Contract)

Content Producer

- Produced promo video content for Humber programs such as: Communicating with the Deaf in Emergency Situations (First Contact), TESOL - Teaching English to Speakers of Other Languages
- Produced ASL (American Sign Language) workshop videos
- Recorded and edited ASL workshop sessions, simulated emergency situations, and TESOL classes
- Administered data entry and phone assistance to Liberal Arts and Continuing Education students with curriculum information and instructions
- Designed multimedia materials for digital content, print for magazines, flyers, and brochures

Successful Accomplishments and Achievements:

- Completed a year's work of content production in an accelerated 9 months
- Sole-producer of ASL workshop video content still used today by Humber College and Bob Rumball Centre for the Deaf
- Carried out administrative tasks and met content production deadlines simultaneously

EXTRA CURRICULAR

NIA Centre for the Arts

November 2018 - Present

Screenwriting Mentor

- Provides mentorship to youth looking to pursue a career in screenwriting and filmmaking

Cosmote TV

September 2018/ September 2019

Video Producer

- Set up and shot Red Carpet interviews at Toronto International Film Festival

AWARDS AND ACCOLADES

Awards:

Artscape Foundation

2020 Launchpad Bursary Recipient

Emerging and established creative recognition. Providing educational support, tools, and facility resources.

Courtside (Web Series) – Season One

Creator, Writer, Director, Actor

Best Web Series Award | Toronto International Nollywood Film Festival (2018)

Pull Up Your Pants (Documentary)

Writer, Director

Finalist | Reel Black Men Film Festival (2018)

Best Student Documentary | Montreal World Film Festival (2014)

Royal Reel Award | Canada International Film Festival (2015)

Finalist | Miami Grand Indie Convention (2016)

Humber College

Film and Television Production Student

Edward E. Rollins Scriptwriting Memorial Award (2015)

Recognized for outstanding achievement in scriptwriting.

Nominations:

Courtside (Web Series) – Season One

Creator, Writer, Director, Actor

TO Webfest (2017) | Toronto

- Best Music nominee
- Best Diverse Representation nominee
- Best Canadian Story nominee
- Triple Threat Auteur nominee

Official Selections:

Because We Are (Feature Film)

Writer, Producer

Montreal International Black Film Festival (2020) | Montreal

Black Sun (Documentary)

Writer, Director

Film For Peace (2020) | Toronto

International Social Change Film Festival (2020) | Chicago

Toronto Black Film Festival (2020) | Toronto

CaribbeanTales Film Festival (2020) | Toronto

Halifax Black Film Festival (2020) | Halifax

Montreal Black Film Festival (2019) | Montreal

Courtside (Web Series) – Season One

Creator, Writer, Director, Actor

Lift-Off Global Network Sessions (2020) | United Kingdom

Toronto International Nollywood Film Festival (2018) | Toronto

Chicago Amarcord Arthouse Television & Video Awards (2017) | Chicago

Miami Webfest (2017) | Miami

TO Webfest (2017) | Toronto

LifeArt Media Festival (2017) | Athens

Urban Media Makers Film Festival (2017) | Atlanta

Pull Up Your Pants (Documentary)

Writer, Director

Reel Black Men Film Festival (2018) | Los Angeles

True Doc Film Festival (2016) | Ukraine

Indiewise Convention (2016) | Miami, Florida

Montreal World Film Festival (2014) | Montreal, Quebec

MEDIA PRODUCTION CREDITS

No James Harden (Short Film)

Writer, Director, Producer

2020

Because We Are (Feature Film)

Writer, Producer

2020

Wrong Number (Short Film)

Writer, Director

2020

Black Sun (Documentary)

Writer, Director

2019

Toronto International Film Festival (Red Carpet Interviews)

Video Producer

2019/2018

Courtside Web Series - Season One (Trailer)

Editor

2018

Courtside (TV Mini-Series)

Creator, Director, Writer

2017-Present

Courtside Web Series - Season One (Finale Trailer)

Editor

2017

TIFF Youth Filmmaking Workshop (Video)

Video Producer

2017

Absolute Events & Management (Promo Video)

Video Producer

2016

Focus - Tony Troubles (Music Video)

Director, Editor

2016

Attention - Phab (Music Video)

Director, Editor

2016

Siuil A Ruin (Short Film/ Commercial)

Director, Story Editor

2015

TESOL: Teaching English to Speakers of Other Languages (Promo Video)

Video Producer

2015

We Are Film (Documentary)

Director, Writer

2015

Communicating with the Deaf In Emergency Situations (Promo Video)

Video Producer

2015

Introduction to ASL Basics (Tutorial Videos)

Video Producer

2015

Smitty's Got The Funk (Short Film)

Story Editor

2015

Rupert's Time (Short Film)

Story Editor

2015

Here's The Plan (Short Film)

Casting Director

2015

Go Pro (Commercial)

Social Media Producer, Stills Photographer

2015

Not Far From The Tree (Commercial)

Social Media Producer, Stills Photographer

2015

Humber College: Everest College Parody (Commercial)

Director, Writer, Editor

2014

Philadelphia Cream Cheese (Commercial)

Director, Writer, Editor

2014

Dancing With The Devil (Short Film)

Camera Operator

2014

Bail (Short Film)

Writer

2013

Pull Up Your Pants (Documentary)

Director, Writer

2013

The Pranktrix (Short Film)

Director, Writer

2012

The Question Game (Play)

Playwright

2011