

Creative Multimedia Producer with over two decades of agency and professional experience. Skills include music production, print and web graphics designer, corporate information architecture, business and creative writing, management planning and logistics, artist management, concert booker, journalist, photographer, publisher, video editor, animator and more. I have organized and produced many live events and broadcasts, brand launches, and have developed and instructed courses at Centennial College and York University. I am a Cultural Communicator, Connector and Innovator across a broad range of media arts. I seek dynamic opportunities for collaboration; I possess a wide range of production and organizational skills while providing high-demand value for my range of services. I have maintained relationships locally and internationally in the areas of Film, Music and Visual Art over the past 20 years. Below is a *Career Highlight Summary*, followed by a CV, references furnished upon request.

### **MARKETING AND PROMOTIONS**

*Grateful Head Hair Salon* (GH, Website Development/Graphic Design, 2014-Present). *Barracuda Inc.* (Gerry Gold, Website Development, 2014-2021). *Sukha Spa* (Sukha, Marketing Manager, 2011-2014). *McDonalds: McLobster*, *Department of Energy*, *Department of Immigration*, *Bell Aliant*, *Tasco International* (Cossette Atlantic, Production Director, 2009-2011), *Roots of Empathy* (ROE, Branding/Communications/Design, 2002-2006). *Oil Sands Alberta*, *LIVE EARTH 777*, *Grammy Awards*, *Barack Obama* (Blue Digital/Ondah, 2006-2007), *One Look Communications* (One Look USA, Logos/Designs 2005). *RAM Digital Imaging* (RAM, Marketing Manager, 2000-2002). *ECM Technologies* (ECM, Multimedia Director, 1998-2000).

### **COMPOSER, SOUND DESIGNER AND MUSIC SUPERVISOR**

*Breast Cancer Society* (SPY Films/Rocket Frog/ScotiaBank, PSA/Fundraising, 2005). *Sugar* (Defiant Entertainment, Feature Film, 2004). *The Expressionist* (Ghost FX, Pilot Episode, 2004). *Faux Pas* (Pepperpot Media, Short Film, 2004). *Invisible Journey* (Ghost FX, Short Film, 2004). *Keep In Touch* (Ghost FX, Short Film, 2003). *Get Outta Town: Pilot Episode* (Nightingale Group, Theme Song, 2001). *Cyberplex* (CX, Corporate Video, 1999). *Labatt: Blue Lounge* (Labatt Breweries, Digital Ads, 1998). *EATONS: Brown Bricks Clothing Line* (Eatons/CX, Digital Ads, 1998). *Chatelaine: Garden Planning* (Chatelaine Magazine, CD-ROM Insert, 1997).

### **MUSIC PRODUCTION, ENGINEERING, RELEASES, MULTI-INSTRUMENTALIST, VOCALIST, COMPOSITION**

*Produced, Performed and Composed over 200 original works, albums and singles released under my music label Inner Radio, distributed by LabelWorx UK. A selection of some of my most recent works are available here: <https://www.youtube.com/user/InnerRadio>. Jacques Mindreau: Various Works* (Inner Radio, 2010-Present), *Martin & Ravi* (Inner Radio, 2018-Present). *Old Man Jack* (Inner Radio, 2021-2022). *Soixante Neuf* (Inner Radio, 2018). *Modified* (Palpable Productions, Feature Film, Studio Recording Engineer, 2017). *Full Circle Audio Documentary* (Inner Radio, 2009). *Julia Feltham: Parapluie* (EP, 2010). *Beautiful Wild Animals* (Album, 2011). *Steve York: Orchard* (Album, Recording Engineer, 2005). +400

### **FILM PRODUCTION**

*Umbrella Academy*, *Shazam!*, *October Faction*, *In the Shadow of the Moon*, *In The Dark*, *In Contempt*, *Taken*, *A Simple Favor*, *Widow*, *Falling Water*, *Big Gold Brick* (Entertainment Partners Canada, Locations Manager/ALM/Logistics Coordination/On-Set Photography, various production companies, 2017-2019). +20

### **TV BROADCAST PRODUCTION**

*Star Trek Discovery*, *American Gods*, *Creeped Out*, *Shadowhunters*, *Salvation*, *Bajillionaires*, *Frankie Drake*, *The Good Witch*, *Imposters*, *Baroness Von Sketch*, and many others (Entertainment Partners Canada, Locations Manager, ALM, various production companies 2017-2019). *ZED TV* (CBC Vancouver/Toronto, Segment Producer, Scout/Agent, Live Producer, 2002-2003). *The Vibe Halifax* (Halifax.ca/Haligonian, Host, Video Journalist/ Writer/ Photography 2009-2011). *Goosebumps* (GhostFX/BRAVO!, Assistant Producer, 2004). *Invisible Journey* (GhostFX/ BRAVO!, Co-Producer, Composer, 2004). *Keep In Touch* (GhostFX, Co-Producer, 2003). *Money Morning with Justin Smallbridge* (CityTV, On-Air Bi-Weekly Correspondent, 1999-2000). +50

### **COMMERCIAL BROADCAST ADVERTISEMENTS**

*Tim Horton's*, *Bose*, *Tide*, *Wonder Bread*, *Duracell*, *Famous Footwear*, *Facebook Corporate*, *GM/Pontiac*, (Entertainment Partners Canada, Locations Manager/ALM/Logistic Coordination/On-Set Photography, various production companies, 2017-2019). +100

### **ANIMATOR**

*Saurcers NFT's* (Flying Saurcers, Animator/Producer/Programming, 2021). *DIY:FYI* (DIY Network USA/LOOP Media, 5 Spots including a Bessie Gold Award, Animator, 2004). +10

## **MULTIMEDIA PRODUCTION**

*PCMusic: 400+ retail establishments, malls, hotels and venues* (PCM Technologies, Websites/Music Interface Software/Design & Development/Production Scheduling/Marketing/Communications/Branding, 2011-2013). *Girl Guides of Canada: Guiding Mosaic* (GGC, Website Development/Marketing/Communications/Production Design/Branding/Badge Designer, 2005-2006). *BobWiseman.ca* (Bravo!/Factor Grant Award/Graphic Design/Animation/Web Development, bobwiseman.ca, 2001). *JanaLynneWhite.com* (JLW, Website Development/Graphic Design/Photography, 2005). +200

## **VIDEO PRODUCTION**

*Government of New Brunswick: Seasonal Influenza* (GNB/EGG, Broadcast PSA, Associate Producer, 2009), *Girl Guides of Canada: Guiding Mosaic* (GGC, Producer/Director/Editor/Graphics/Photography, 2006). *Proxy Set: Absolute Anarchy* (LTB/Rocket Frog, Music Video, Assistant Director, 2005). *Cyberplex* (Corporate Video, Producer/Director/Editor, 1999). +20

## **FESTIVAL PRODUCTIONS & EVENT PLANNING**

*Tall Ships Festival* (Waterfront Development Corporation Limited/Haligon, Main Stage Producer, Live-to-Air Host, Scouted/Booked 30 performers over three days, 2009). *LIVE EARTH 777* (Al Gore/Kevin Wall/Ondah, Campaign Coordinator Canada, 2007). *Fantasy Worldwide/International Science Fiction & Fantasy Film Festival* (Production/Development/Media Sponsor, 2005). *ZED TV* (CBC, 5-Hour National Live-To-Air Broadcast Producer, 2002-2003). *Altar My Ego Festival* (AME/Church at Berkeley, Executive Producer/Marketing, Booking, Ticketing, 2002). *Toronto City Roots Music Festival* (Distillery, Main Stage Host Day 3, 2003). *For the Love of Jeff Buckley* (Purple Voodoo Productions/Mary Guibert & The Estate of Jeff Buckley, Host/Performer, 2002-2003). *Pronoia Series* (L'Arte, 16 Live Interactive Art Performance series, Host/Executive Producer, 2001). *Digital Insect Festival* (Digital Insect, Live Visual Gallery, Media & Music Exhibition, CEO/Executive Producer, 1999).

## **CURRICULUM & ACADEMIC COURSE DEVELOPMENT**

Development and Instruction of courses including *Sound Design for Body and Mind*, *Digital Music Production*, *Interface Design*, *Internet Journalism*, *New Media Design*, *Corporate Communications* (Bell Center for Communications/Centennial College, 1998-2002). *The Multimedia Summer Institute* (York University, 2002). *Keynote Panel Speaker* (York University, Centennial College 2000-2002).

## **WRITING, LITERATURE, JOURNALISM, COPY WRITER**

*In Sight of Leonardo Da Vinci* (AUCC/IBID/Lulu, Publisher/Author, 2006). *Second Life Magazine* (DJW Publishing, Freelance Writer/Photographer 1999). *Propaganda Magazine* (Propaganda Life, Freelance Journalist, 1987). +50

## **CORPORATE COMMUNICATIONS, FINANCIAL FORECASTING & PROJECT PLANNING**

*Lakeshore Manufacturing* (Scott Buchanan, 2019-2022). *Maile Spirits* (Geoff Maile, 2017-2022). *Theatrix Costume House* (Gina Anki, 2016-2017). *Sukha Spa* (Jen Mattar, 2012-2016). *West Bank Corp* (Kelly Daines, Various Venues, 2015). *Cossette Atlantic* (over 20+ clients including Bell Aliant, 2009-2011). +10

## **TECHNOLOGICAL ADVANCEMENTS**

*NFT & Crypto* (MasterCTRL, Bulk-uploaders, token minting and innovations, 2021). *Inner Radio* (Music Distribution Platform innovation, Patent Pending, 2017). *CYBERplex*: Flash/Macromedia (CX, Knowledge Lab, 1997-2000).

## **LIVE PERFORMANCE**

*Solo & Group Performer at over 300+ venues across North America* (1992-2018), *East Coast Music Awards* (Charlottetown, PEI, 2011). *Burning Man Festival* (Earth Orbitals Stage, 1999-2005). *DJ + Laser Lighting with DJ Thomas Hall* (Live-to Air Mix 99.9, Joker, Phoenix, 1996-1999). +100's

## **LINKS**

Music Label: <http://www.innerradio.com/>  
YouTube Channel: <https://www.youtube.com/user/InnerRadio>  
NFT (Pet Project): <https://saucers.com/>  
Portfolios: <https://ravipersaud.com/>

**RAVI PERSAUD • MUTLIMEDIA PRODUCER**  
EMAIL: [ravipersaud9@gmail.com](mailto:ravipersaud9@gmail.com) • MOBILE: 416-737-7249

## Work Experience

### **Audio Mastering Engineer, Mixer and Editor**

Inner Radio - Toronto, ON - January 2004 to Present

Independent music label, specializing in Audio Engineering, Editing, Production, Mixing and Mastering, Composing, Writing and Arranging, Collaborative Songwriting, Scoring for Film & Television, Audio Post-Production, Podcasts and Soundscapes, Artist Relations and distribution with LabelWorx (UK).

### **MEDIA PRODUCER & LEAD GRAPHIC DESIGNER**

Independent Contractor - 2002 to Present

Independently contracted to produce and design internal corporate identity systems, branding and style guides for many clients. Responsible for developing external marketing initiatives, websites, print and pre-press coordination, large format displays, production of corporate videos, audio production, product packaging and deployment strategies. Selected client list: Girl Guides of Canada/Guiding Mosaic • Roots of Empathy • Live Earth: Interactive Photo Mosaic • IM Income Manager

### **Location Manager, ALM and Locations Support**

Entertainment Partners Canada - June 2017 to March 2019

Contracted by Entertainment Partners, contracted for various 2017/2018/2019 productions (Locations), including: American Gods, October Faction, In the Shadow of the Moon, In The Dark, Creeped Out, Salvation, Star Trek Discovery, Shazam!, Shadowhunters, Frankie Drake, Umbrella Academy, Baroness Von Sketch, Billionaires, Imposters, In Contempt, The Good Witch, Taken, A Simple Favour, Widow, Falling Water, Scary Stories. Commercial Broadcast Advertisements 2017-2019 include: Bose, Tide, Wonder Bread, Duracell, Tim Horton's, Famous Footwear, Facebook Corporate and over 100 others.

### **MARKETING MANAGER AND GRAPHIC DESIGNER**

Sukha Spa - 2012 to May 2016

Responsibilities via contract to consult, develop and execute marketing initiatives. Responsible for developing long-term strategies including re-branding, website design and build, product line launch, product line packaging and deployment strategies. Short-term initiatives include monthly marketing campaigns, newsletters, flyers and campaign tracking.

### **MARKETING MANAGER AND GRAPHIC DESIGNER**

PCMUSIC - 2011 to 2013

Graphic designs and layouts for internal corporate identity system, websites, branding manuals and graphic user interfaces. Information architecture for software, jukeboxes. Developed and deployed social media and marketing campaigns, animations and digital menu boards created using Adobe After Effects.

### **INTERACTIVE AND STUDIO PRODUCTION DIRECTOR**

Cossette (Halifax, NS) - 2009 to 2010

Production Director, liaison for Creative Studio & Programmers, Creative Director and Account Managers. Coordinator of national media campaign deployment, initiatives and strategies for corporate clients including: • McDonald's • Acadian Sea Plants/Tasco • Department of Energy • Department of Immigration, others.

### **FIELD PRODUCER, RESEARCHER, AGENT/SCOUT**

Zed TV CBC (Toronto, ON, Vancouver, BC) - 2002 to 2003

Responsible for developing and administering a national plan for building communities through art and culture for CBC. Fieldwork included event planning and street and online presence, representing ZedTV at art openings and performances. Archiving, documenting and photographing emerging artists, administration of contracts and release forms. Reporting back to CBC in Vancouver and representation of select artists. Event Planning, hosting and organizing CBC art and culture related events, public speaking engagements.

### **CREATIVE DIRECTOR, PARTNER**

Two Tone Studios - 2000 to 2002

Principal Partner of creative design company focusing on graphic design, music production, multimedia and photography. Responsible for coordinating projects, sourcing new work, design, event planning. Clients included public figures, celebrities and corporate clients.

## **DIRECTOR/CEO**

Digital Insect - 1999 to 2002

Founder and Curator of Digital Insect Inc., an online Arts Portal and Art Gallery located in downtown Toronto. Digital Insect represented a new generation of artists on the cutting edge of digital and traditional media. Through the creation of a physical and multimedia human resources portal, media artists were represented to those in need of creative services. Successfully raised and managed investor capital and developed the business.

## **INSTRUCTOR**

Centennial College - 1998 to 2002

Instructor of New Media Design and Sound Design. Responsible for the creation, development and instruction of Sound Design courses including Digital Music Production and Sound Design for Body and Mind which focused on the aspects of sound and healing of the human body. Also instructed Corporate Communications, Interface Design, New Media Graphic Design, Journalism for New Media and an affiliate summer program for multimedia taught at York University The Multimedia Summer Institute. Keynote panel speaking and lecturing included topics on Sound Design and New Media Technology and New Media Programs at York University and Centennial College.

## **AUDIO VISUAL DESIGNER & ADMINISTRATOR**

Cyberplex Interactive - 1997 to 1999

Progressively moved up from CSR and Administrator responsible for administrative tasks and data basing, to working as part of the Knowledge Lab researching relatively new technologies including Flash and developing content. Sound Designer for contracts including Labatt and Eaton's Diversity, Audio and Visual coordinator Director and Editor for Cyberplex's Corporate Videos. Graphic Design for sites including Harvey Comics, Bell Communications and many others.

## **Education**

### **Audio Post-Production in Record Industry Orientation and Post-Production**

Harris Institute for the Recording Arts 1992 -1994

## **Skills**

- Graphic Design (20+ years)
- Print Publishing (20+ years)
- Web Publishing (20+ years)
- New Media Technologies (20+ years)
- Publicist (20+ years)
- Public Relations Manager (20+ years)
- Media Strategist (20+ years)
- Digital Media Producer (20+ years)
- Event Planning (20+ years)
- Broadcast Audio/Video/Post Production (30+ years)
- Audio Engineering (10+ years)
- Adobe Illustrator (10+ years)
- Adobe Creative Suite (10+ years)
- Adobe Photoshop (10+ years)
- Web Design and Development (10+ years)
- Photography (10+ years)
- Layout Design (10+ years)
- Video Production (10+ years)
- Branding (10+ years)
- Search Engine Optimization (SEO) (8+ years)
- User Interface (UI) (10+ years)
- Social Media Management (10+ years)
- Adobe InDesign (5+ years)
- Digital Marketing (10+ years)
- Content Development, Copywriting (10+ years)
- Adobe After Effects (10+ years)
- Financial Forecast, Planning (10+ years)
- Multi-Instrumentalist (Guitar, Bass, Piano, Drums, Vocalist 30+ years)