RAVI PERSAUD

Toronto, ON, CANADA
(647) 375-6336
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Highly accomplished Creative Media Producer with 20+ years of agency and professional experience driving innovative digital experiences for diverse brands, from startups to global corporations. Expertise spans Broadcast Audio/Video Production, Graphic Design, Web Publishing, New Media Technologies, and strategic Event & Production Planning. Proven leader with strong organizational skills, adept at managing budgets, staff, and complex projects to deliver impactful communication and artistic initiatives including Blockchain strategy and custom AI consulting.

SELECTED WORK EXPERIENCE HIGHLIGHTS

Inner Radio, *Audio Mix, Master, Editor, Composer*
JANUARY 2004 – PRESENT (Toronto, Canada)

Founder and operator of an independent music label, Inner Radio, specializing in comprehensive audio engineering, production, mixing, and mastering services. Composed, arranged, and scored original music for film, television and podcasts, delivering high-quality audio experiences. Manage artist relations, secure international distribution agreements with LabelWorx (UK), market development for musical acts. Produce and manage music artists, overseeing all stages of audio production from concept to mastering and marketing.

Independent Contractor, *Media Producer & Senior Graphic Designer*
APRIL 1992 – PRESENT (Toronto, Canada)

Served as Lead Media Producer and Graphic Designer for diverse clients, developing and executing comprehensive branding and corporate identity systems. Orchestrated end-to-end production of marketing initiatives, including website development, large-format displays, corporate videos, audio production, and product packaging. Managed print and pre-press coordination, ensuring high-quality output for various collateral. Successfully delivered projects for notable clients such as Girl Guides of Canada/Guiding Mosaic, Roots of Empathy, Live Earth, Sukha Spa, PC Music, and IM Income Manager.

Entertainment Partners Canada, Location Manager, ALM & Support
JUNE 2017 - MARCH 2019 (Toronto, Canada)

Managed location logistics for numerous high-profile film and television productions, including American Gods, Star Trek Discovery, The Good Witch, Murdoch Mysteries and Shazam! Supported the Locations Department for over 100 commercial broadcast campaigns for major brands such as Tim Horton's, Bose, Tide, Wonder Bread, Duracell, and IKEA. Ensured seamless operational support for complex production logistics, on-time and on-budget.

SKILLS

Design & Branding: Graphic Design, Print Publishing, Web Publishing, User Interface (UI) Design, Layout Design, Branding, Corporate Identity Systems, Packaging Design, Large Format Displays.

Digital Media & Production: Audio/Video Post-Production, Event Planning, New Media Technologies, Public Relations, Media Strategy, Content Development, Copywriting, Information Architecture, Graphics, Animation and Storyboarding.

Audio & Music: Audio Engineering, Mixing & Mastering, Sound Design, Music Composition & Arranging, Scoring for Film & TV, Podcasting, Artist Relations.

Marketing & Strategy: Digital Marketing, Social Media Management, Marketing Campaigns, Strategic Media, Budget & Production Planning.

Leadership & Management: Team Leadership, Project Management, Client Relations, Business Development, Staff Management, Investor Relations, Curriculum Development.

Cossette, Interactive & Studio Production Director
SEPTEMBER 2009 - JULY 2011 (Halifax, Canada)

Directed interactive production, serving as key liaison between Creative Studio, Creative Director, and Account Managers. Coordinated and deployed national media campaigns and strategic initiatives for corporate clients including McDonald's, BELL, and Government contracts. Ensured efficient workflow practices, budget adherence, and successful large-scale project delivery.

CBC, ZedTV, Field Producer, Researcher, Agent
MAY 2002 - JANUARY 2004 (Vancouver, Toronto, Canada)

Developed a national plan to foster community engagement through art and culture for CBC's Zed TV Show. Managed street and online presence for cultural events representing Zed TV at art openings and performances. Archived media documentation of emerging artists, administered and managed contracts and release forms, journalistic reporting to CBC's Vancouver studios.

Centennial College Bell Center, Instructor, Curriculum Development
MAY 1998 - AUGUST 2002 (Toronto, Canada)

Designed, developed and instructed four pioneering Sound Design courses, including 'Digital Music Production' and 'Sound Design for Body and Mind,' exploring the therapeutic aspects of sound. Taught diverse New Media curriculums including Corporate Communications, Interface Design, New Media Graphic Design, and Journalism for New Media. Delivered keynote lectures and participated in panel discussions on Sound Design and New Media Technology at York University and Centennial College.

Ceyberplex Interactive, Audio Visual Designer & Administrative Support
MAY 1998 - AUGUST 2002 (Toronto, Canada)

Advanced from CSR and Administrator to Audio Visual Designer, contributing to cutting-edge technology research in the Knowledge Lab (e.g., Flash). Designed and implemented sound for major contracts, including Labatt and Eaton's Diversity campaigns. Directed and edited corporate videos for Cyberplex, ensuring high-quality visual and audio production for internal communications.

EDUCATION

Harris Institute for the Recording Arts, Toronto — *Audio Production & Engineering*

SEPTEMBER 1992 - JULY 1994

AVAILABILITY

Seeking dynamic and unique opportunities that allow for creative initiative, collaboration and communication on a global scale.

Preferably seeking Remote or Hybrid contract positions.

Software & Tools: Adobe Creative Suite (Illustrator, Photoshop, After Effects), Reason, MS Office Suite.

AWARDS

Bessie Gold Award - 2003
"DIY FYI 422" Flash Animation, Broadcast Commercial (US).

CERTICIATIONS

WHSA Certificate -
June 2017 – Present

EFT Coach -
March 2009 – Present

Reiki Level 1 -
April 1998 – Present

PUBLICATIONS

In Sight of Leonardo DaVinci -
October 2011 –
Lulu Self-Publishing

LINKS

Online Portfolio:
https://ravipersaud.com/

Music Label:
https://innerradio.com/