

Melody Schaal

schaalmj@gmail.com

www.melodyschaal.com

M 647.338.3002

Profile

I am an enthusiastic, creative & passionate producer, excited to take on new challenges, and appreciate any opportunity to expand my skills. I am very proficient with computers & social media, and quick to learn any software, especially media related. I am very comfortable with production tools, such as Premiere Pro, Avid and Audition. I am a team player, but also feel confident in taking on responsibilities on my own. My producer demo reel can be seen at www.melodyschaal.com/media.

Experience

Promotions Coordinator/Co-Director, Cinemuskoka Film Festival, Huntsville ON
June 2017 - Present

- Created digital content for Facebook, Instagram and Twitter
- Engaged with audience members to create higher audience participation
- Coordinated an all female filmmaker panel, including securing participants and running the event
- Set up and oversaw the Festival Village for all three days

Digital Media Manager, Sphere Media, Toronto ON
March 2017 - June 2017

- Set up and maintain a social media campaign for Earthling House Huntress web series, including organic and paid content
- Created digital content for Facebook, Instagram and Twitter
- Engaged with audience members to create higher audience participation
- Worked with creators and producer to maintain a tone and curate a specific plan tailored / to the content

Digital Content Producer/Production Coordinator, Blue Ant Media, Toronto ON
Sept 2015 - Sept 2016

- Producing, writing scripts, directing and editing digital media for Cottage Life & Makeful
- Producing in-store content for Tim Hortons
- On-camera talent/set photographer for various content
- Arranged crew, shooting locations, budgets, travel & work back schedules
- Scouted potential talent & coordinated shoots directly with them

Creator/Producer, Unladylike Productions, Toronto ON
2014 - present

- Developed/created a 28 episode web series on a \$1000 budget
- Roles performed include actor, writer, editor, director, camera person & producer
- Edited series using Adobe Premiere Pro CS5.5 & Adobe Audition
- Currently pitching a new web series to various production outlets

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Assistant to Producer, Michelle Woodward/OPC & Descendants TV, Toronto ON
2014 - 2015

- Assisted with hiring of crew & confirming locations
- Acquired quotes for equipment rentals, performed pick up and drop off
- Made up call sheets
- Acted as a PA/Talent Wrangler on shoot days
- Co-ordinated catering for prep meetings
- Created Pre-pro books and wrap binder

Intern/Production Assistant, Oh So Cosmo Productions (Corus), Toronto ON
2012 - 2013

- Assisted DOP with setting up lights & prep for shoots
- Executed social media updates
- Assisted with gathering editing material
- Picked up/dropped off items required for shoots
- Occasional on-camera work
- Created call sheets on an almost daily basis

Education

Brainstation, Toronto ON - Digital Marketing Course, 2017

Raindance Canada, Toronto ON - Web Series Development Certificate, 2017

Humber College of Media Studies, Toronto ON – Radio Broadcasting Post-Graduate Certificate with Honours, 2012

Bishop's University, Lennoxville QC - Theatre & Film Theory, BA with Honours 2007

Software

Premiere Pro, Audition, Microsoft Office, YouTube, Instagram, Twitter, Facebook, Currently learning After Effects

Interests

Television, Lifestyle, Film, Animation, Radio, Acting, Voiceover, Editing, Developing digital media, Music, Writing, Social Media, Health, Theatre, Comedy, Fashion, Pop Culture, Animals, DIY

References Available Upon Request