

Jaelyn Birch

7301 Vista Del Mar • Playa Del Rey, CA, 90293 • phone: 310 819 0104 • e-mail: jaelyn.birch@uleth.ca

EMPLOYMENT:

Feb 2013 to

Present

Viacom/MTV Networks

Production Management Intern

- Responsible for overseeing the business and financial aspects of a television production for shows airing on Spike, Comedy Central and TV Land.
- Writing budgets, hiring crews, overseeing shoots, processing invoices, and scheduling edits.
- Promoted the MTV Movie Awards through the Intern Army Team and Program.

May 2012 to

September 2012

Industry Films

Intern & Production Assistant

- Assisted with the execution and production of nationwide commercials.
- Aided on set, with casting and in office duties.
- Major Accounts: Dempster's, Honda, Nike, Rodgers.

May 2011 to

Jan 2013

CTV News

Editor & Graphic Specialist

- Created media content and graphics for local commercials, news segment and profile pieces.
- Interacted and built relationships with clients.

May 2011 to

January 2013

University of Lethbridge

Videographer & Producer

- Produced weekly segments celebrating the University's 45th which would air weekly on Global T.V across southern Alberta.
- Created promotional materials for additional marketing campaigns and for the web.
- Won a CASE Award in the Special Projects Category.

May 2009 to

August 2010

Canmore Recreational Center

Lifeguard

- Performed traditional lifeguard duties and assisted at the front desk with sales and programing.

May 2008 to

August 2010

Canmore Coho Swim Club

Swim Coach

- Coached kids ages 6-16 to swim at a competitive level and implemented a strong dry land program.

June 2007 to

September 2010

Town of Canmore

Day Camp Leader

- Supervised kids ages 6-14 in daily and overnight programs.
- Organized daily and seasonal programs for camp participants.

EDUCATION:

University of Lethbridge

BFA New Media/ Marketing Minor

Academically, I have focused on advertising, promotions, marketing, ecommerce and most of all digital media. I have learned how to develop integrated marketing communication plans, use effective branding concepts and best practices for the online market. I am experienced with both Apple and PC platforms and am proficient with Adobe's CS Suite, Final Cut Pro along with other creative software programs. I am familiar with programs like the Microsoft Office package and know the basics of Html 5 and web design. I also placed within the top 25 in last year's Canada's Next Top Ad Exec competition.

REFERENCES:

Available Upon Request