

CHRISTINE TIPPETT

SOCIAL MEDIA PRODUCER + DIGITAL STRATEGIST

CONTACT

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SKILLS

Content Creation & Strategy
Visual Storytelling
Digital Production
Social Media Analytics
Video Editing
Copywriting
Brand & Community Management

CREATIVE TOOLS + CONTENT MANAGEMENT

Adobe Creative Suite: Premiere Pro,
After Effects, Photoshop, Audition
CapCut Pro
Canva Pro
Sprout Social, Dash Hudson

EDUCATION

Journalism, Specialization in Broadcast
Humber College
Post-Grad Diploma, Dean's Honour List x 2
2014 - 2016

Media, Information, and Technoculture
(MIT), Honours Specialization &
Psychology, Minor
Western University
Bachelor of Arts, Dean's Honour List x 4
2009 - 2013

CERTIFICATIONS

Video Post-Production Certificate
George Brown College
Courses:
- Digital Video Editing
- Motion Graphics and Visual Effects
- Advanced Editing and Visual Effects
2022 - 2023

PROFILE

- Award-winning social media producer at a top media and content company
- Collaborative and strategic digital leader with a confident growth mindset
- Experienced media production professional with strong editorial judgment
- Creative individual with a vast knowledge of pop culture and trends
- Detail-oriented, driven, dedicated, and energetic team player
- Exceptional communication, organizational, and interpersonal skills
- Able to prioritize and multitask in a fast-paced and dynamic environment

WORK EXPERIENCE

Social Media/Digital Video Production

Social Media Specialist Jan 2024 - Present
@ CTV's The Social (Bell Media)

- Manage Instagram, TikTok, Facebook, and YouTube accounts, totalling an audience of more than 1M across primary platforms
- Ideate, pitch, produce, write, direct, and edit engaging and timely original content
- Create, lead, and present analytics and strategy decks that monitor data on micro and macro scales to ensure growth and performance in top KPIs/metrics
 - In 2024 (vs. 2023) as a team of one: increased audience by 11% (with a 47% increase in audience on YouTube), accumulated 125M video views (with a 67% increase in VV on YouTube), and built up an engagement rate of 5.2% (with an 8% engagement rate on TikTok and 48% increase in engagements on YouTube)
- Spearhead YouTube strategy and optimization, including successful launch of video podcast on the platform leading to 1.9M additional views in 10 months
- Operate as an in-house production studio: book studios and talent; operate audio, lighting, and camera equipment; lead creative and editorial direction
- Produce brand partnership content for clients including Audible, Shoppers Drug Mart, Indigo, CIBC, plus travel across Canada in partnership with tourism boards
- Manage calendar for tentpole specials, holidays, and top corporate priorities to promote tune-in to broadcasts and elicit engagement online
- Strategize with platform partners, cross-company stakeholders, and other digital teams to increase engagement and audiences
- Implement new programs and workflows to improve efficiencies and overall reach

Social Media Coordinator June 2021 - Dec 2023
@ CTV's The Social (Bell Media)

- Awarded one of Bell Canada's top honours in 2023 – the Excellence & Innovation Award – for outstanding work during a milestone period
- Pitched, produced, scripted, and edited original content, campaigns, and series
- Executed community management to encourage a positive, safe environment and created content that mindfully represents diverse communities
- Collaborated with on-air talent, editorial, production, and design teams to create content and elements for posts, including digital-first interviews with celebrities
- Transformed strategy to drastically increase reach and engagement
 - In 2023 (vs. 2022): accelerated net audience growth rate by 16x and added 500K followers, accumulated 185M video views (up 386%), made over 230M impressions (up 105%), and built up an engagement rate of 8.3% (up 82%)
- Launched TikTok channel and grew followers to 400K with 51M views in a year
- Investigated and implemented changes across production and operation teams to drastically improve quality of audio and video for all content

Television Production/Journalism

Production Coordinator, Backfill Segment Producer, 2016 - 2021
Associate Producer, News Writer, Chase Producer
@ CTV's News Channel, Your Morning, and The Social (Bell Media)

- Produced compelling segments, edits, and promos for broadcast and specials
- Coordinated all daily show assets including video, clips, photos, and graphics
- Worked with in-studio reporters to produce live hits on top news stories
- Wrote concise and accurate copy for a variety of topics under tight deadlines