

BENJAMIN GONZALEZ

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SENIOR VIDEO PRODUCER

Seasoned and multi-faceted professional with 11+ years of progressive Video Editing and Production experience to Product Owner for a wide variety of digital programs, broadcasts, and franchises.

Applies a proactive and solutions-driven mindset to lead large-scale productions from initial conceptualization to production, post-production, and tactical marketing efforts. An exceptional collaborator and leader, adept at building trusted relations with cross-functional partners and spearheading dedicated change initiatives to improve workflows, standardize best practices, and streamline production lifecycle with virtually zero impact to budgets, workforce, and product quality.

CORE SKILLS & COMPETENCIES

- Project & Program Leadership
- Multidisciplinary Team Coordination
- Strategic foresight
- Budget & Resource Planning
- Strategic Marketing & Communications
- Technology intelligence
- Product creation & development
- Continuous Process Improvement
- Quality Assessment & Control

PROFESSIONAL EXPERIENCE

Senior Producer | *Pelmorex Corp – Oakville, ON*

Jan. 2018 – Present

Positioned as a trusted problem-solver and senior-level manager, overseeing and iteratively improving production lifecycle processes while concurrently managing production for multiple programs. Leads internal change initiatives to enhance team efficiency and maintain compliance with industry-level standards across all pre-production, shooting, editing, and publication processes.

Key Responsibilities:

- **Production Workflow:** Engages with senior leadership team to define program and production needs, analyzing company objectives against current team availability to maximize resources with minimal impact to product quality. Creates workflows, policies, and standards to improve cross-team communication and streamline production lifecycle.
- **Project Coordination:** Independently manages multiple products and series for publication, directing teams of video editors, hosts, camera operators, and other cross-functional personnel. Serves as critical liaison to eliminate obstacles and resolve issues impeding production wherever possible.
- **Product development:** Create and develop strategic process on innovative product, ensuring all multidisciplinary team members adhere to product quality standards, establish deadlines and marketing promotion, and program objectives across shooting and post-production efforts.
- **Continuous Improvement:** Continuously assesses workflows and processes to identify operational gaps or other deficiencies, spearheading numerous initiatives to innovate and improve team effectiveness including a large-scale paradigm shift towards remote content production.

Senior Producer | *Groupe Média TFO – Toronto, ON*

Aug. 2016 – Aug. 2017

Video Editor | *Groupe Média TFO – Toronto, ON*

Jul. 2015 – Aug. 2016

Demonstrated exceptional editing skills and proven creativity while supporting 3 news and political commentary programs. Promoted to Senior Producer to lead coordination and production for a brand new youth franchise to be released digitally, collaborating across a broad, multidisciplinary team to conceptualize ideas, create Go-To-Market strategies, and define success metrics KPIs to continually monitor team progress.

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PROFESSIONAL EXPERIENCE (CONTINUED)

Key Responsibilities:

- **Operational Leadership:** Recruited and trained new talent while developing standardized workflows to ensure streamlined production processes from initial story creation to shooting, production, and broadcast. Communicated with executive leadership to define program objectives, determine project budget, and maximize available resources.
- **Cross-Functional Collaboration:** Regularly coordinated with public relations and communications teams to ideate marketing strategies, providing relevant production insights and recommendations to inform tactical marketing plans and prospective sponsorship opportunities aligned to unique program needs and objectives.

Video Editor, Producer & First Assistant Director | *Maxi Plaisir – Bordeaux, France*

Nov. 2013 – Apr. 2014

Co-managed a freelance video production company, collaborating with cross-functional colleagues to organize shoots, gather necessary materials, shoot on location, and edit final products based on defined project needs and requirements. Assumed a leadership position to delegate team tasks while directly supporting post-production efforts as needed.

Video Editor & Writer | *Nolife TV – Paris, France*

Jun. 2012 – Nov. 2013

Refined writing and video editing skills for this French TV Broadcaster, directly assisting the Video Editor in Chief and Director of Programming to deliver consistently high-quality edits for video game reviews, news, and documentary programs while operating on strict broadcast deadlines.

Video Editor, Director, Writer & Youtuber | *BenzaieTV – Angouleme & Bordeaux, France*

2010 – 2014

Applied foundational knowledge and developed practical experience in film production, video editing, and content creation for a successful YouTube channel, building familiarity with industry-grade software and equipment to create quality videos and short films generating up to 3M views with over 600K subscribers.

EDUCATION & PROFESSIONAL DEVELOPMENT

Marketing Product Manager Training | *Hubert Kratiroff*

Agile Training (from Agile manager to Leader) | *Cécile Déjoux*

Capital M&L (Management & Leadership Training) | *Blue Rebel Works*

Governance Training for Non-Profit Boards | *Discitus & Arsenal*

Advanced Technician Diploma, Audiovisual Major & Video Editing & Production Minor | *Ecole Brassard*

PROFESSIONAL AFFILIATIONS & ACTIVITIES

Board of Directors Member | *FrancoQueer – Non-Profit Organization*

Inclusion, Diversity, Equity, Awareness & Solidarity Committee | *Pelmorex & Feminuity*

ADDITIONAL SKILLS

Technical Acumen	Adobe Creative Suite MS Office Suite Da Vinci Media Composer Final Cut Pro JIRA Dayforce TRELLO CatDv Louise
Language Profile	French English Japanese (Elementary)