

RAVI PERSAUD

ravi@innerradio.com

Tel: 416.737.7249

MARKETING SPECIALIST & GRAPHIC DESIGNER

EXPERTISE	Digital Media Producer with expertise in Graphic Design, Print Publishing, Web Publishing, New Media Technologies, Publicity, Media Planning, Event Planning, Broadcast Audio/Video Production, Budget and Production Planning. Currently exploring new opportunities for communication and collaboration in an arts related environment. Strong leadership and organizational skills, managing budgets and staff, highly motivated with over 20 years of experience in related fields.
WORK LOAD	Contract/Project, Full-Time, Part-Time.
SALARY RANGE	65k-70k CAD Per Year/Full Time, Contract and Part-Time rates negotiable.
TARGET JOB	Seeking dynamic and unique opportunities that allow for creative initiative, collaboration and communication on a global scale. Ability to work from home or location, willing to travel. Preferably seeking contract positions, perhaps full-time with a progressive company.

EXPERIENCE

INDEPENDENT CONTRACTOR 2002 - 2016	MEDIA PRODUCER & LEAD GRAPHIC DESIGNER Independently contracted to produce and design internal corporate identity systems, branding and style guides for many clients. Responsible for developing external marketing initiatives, websites, print and pre-press coordination, large format displays, production of corporate videos, audio production, product packaging and deployment strategies. Selected client list: <ul style="list-style-type: none">• Girl Guides of Canada/Guiding Mosaic• Roots of Empathy• Live Earth – Interactive Photo Mosaic (for Ondah)• IM Income Manager
SUKHA SPA 2014 - 2016	MARKETING MANAGER AND GRAPHIC DESIGNER Ongoing contract to consult, develop and execute marketing initiatives. Responsible for developing long-term strategies including re-branding, website design and build, product line launch, product line packaging and deployment strategies. Short-term initiatives include monthly marketing campaigns, newsletters, flyers and campaign tracking.
PCMUSIC 2011 - 2013	MARKETING MANAGER AND GRAPHIC DESIGNER Graphic designs and layouts for internal corporate identity system, websites, branding manuals and graphic user interfaces. Information architecture for software, jukeboxes. Developed and deployed social media and marketing campaigns, animations and digital menu boards created using Adobe After Effects.
COSSETTE (Halifax) 2009 - 2010	INTERACTIVE AND STUDIO PRODUCTION DIRECTOR Production Director, liaison for Creative Studio, Creative Director and Account Managers. Coordinator of national media campaign deployment, initiatives and strategies for corporate clients including: <ul style="list-style-type: none">• McDonald's• Acadian Sea Plants/Tasco• Department of Energy• Department of Immigration
Zed TV CBC (Vancouver & Toronto) 2002 - 2003	FIELD PRODUCER, RESEARCHER, AGENT Responsible for developing and administering a national plan for building communities through art and culture for CBC. Fieldwork included event planning and street and online presence, representing Zed TV at art openings and performances. Archiving, documenting and photographing emerging artists, administration of contracts and release forms. Reporting back to CBC in Vancouver and representing select artists. Also hosting and organizing CBC art and culture related events, public speaking engagements.

RAVI PERSAUD

ravi@innerradio.com

Tel: 416.737.7249

MARKETING SPECIALIST & GRAPHIC DESIGNER

TWOTONE STUDIO

2000 - 2002

CREATIVE DIRECTOR/PARTNER

Principal Partner of creative design company focusing on graphic design, music production, multimedia and photography. Responsible for coordinating projects, sourcing new work, design and event planning. Clients included public figures, celebrities and corporate clients.

DIGITAL INSECT

1999 - 2002

DIRECTOR/CEO

Founder and Curator of Digital Insect Inc., an online Arts Portal and Art Gallery located in downtown Toronto. Digital Insect represented a new generation of artists on the cutting edge of digital and traditional media. Through the creation of a physical and multimedia human resources portal, media artists were represented to those in need of creative services. Successfully raised and managed investor capital and developed the business.

CENTENNIAL COLLEGE

1998 - 2002

INSTRUCTOR

Instructor of New Media Design and Sound Design. Responsible for the creation, development and instruction of four Sound Design courses including *Digital Music Production* and *Sound Design for Body and Mind* which focused on the aspects of sound and healing of the human body. Courses taught also included *Corporate Communications*, *Interface Design*, *New Media Graphic Design*, *Journalism for New Media* and an affiliate summer program for multimedia taught at York University *The Multimedia Summer Institute*. Keynote panel speaking and lecturing included topics on Sound Design and New Media Technology and New Media Programs at York University and Centennial College.

CYBERPLEX INTERACTIVE

1997 - 1999

AUDIO VISUAL DESIGNER & ADMINISTRATOR

Progressively moved up from CSR and Administrator responsible for administrative tasks and data basing, to working as part of the Knowledge Lab researching relatively new technologies including Flash and developing content. Sound Designer for contracts including Labatt and Eaton's Diversity, Audio and Visual coordinator Director and Editor for Cyberplex's Corporate Videos. Graphic Design for sites including Harvey Comics, Bell Communications and many others.

EDUCATION

1992 - 1994

HARRIS INSTITUTE FOR THE RECORDING ARTS

Completed certified courses in Record Industry Orientation and Audio Visual Post-Production.

AWARDS

Bessie Gold Award for "DIY FYI 422" Flash Animation, Broadcast Commercial (US)

PORTFOLIO

www.innerradio.com/design

This site may require additional load times due to high resolution images for detailed review.

Personal Site: www.innerradio.com (Independent music label)

Most Recent Work: www.sukhaspa.ca

References and additional information available upon request.

RAVI PERSAUD

CREDIT LIST SUMMARY

MUSIC RELEASES

(Selected Credit History)

COMPOSER/PRODUCER/PERFORMER "Soixante-Neuf"	- EP	www.innerradio.com 2014
COMPOSER/PRODUCER/PERFORMER "Prepare for Peace"	- FULL LENGTH ALBUM	www.innerradio.com 2010
COMPOSER/PRODUCER/PERFORMER "The Ghost You Are" Volume 2"	- FULL LENGTH ALBUM	www.innerradio.com 2002
COMPOSER/PRODUCER/PERFORMER "The Ghost You Are" Volume 1"	- FULL LENGTH ALBUM	www.innerradio.com 1999
COMPOSER/PRODUCER/PERFORMER "To Who We Are"	- FULL LENGTH ALBUM	Independent Release 1996

MUSIC PRODUCTION (Selected Credit History)

PRODUCER "Spring "	-FULL LENGTH ALBUM	www.innerradio.com 2015 (TBR)
PRODUCER "Beautiful Wild Animals"	-FULL LENGTH ALBUM	Independent Release 2011
RECORDING ENGINEER "Parapluie" by Julia Feltham	- FIVE SONG EP	Independent Release 2010
PRODUCER "Full Circle Music Festival" (NS)	- AUDIO DOCUMENTARY	www.innerradio.com 2009
RECORDING ENGINEER "Orchard" by Steve York	- FULL LENGTH ALBUM	Independent Release 2005

TV BROADCAST PRODUCTION

(Selected Credit History)

FIELD AGENT/PRODUCER "ZED TV"	- SERIES PRODUCER	Production: CBC 2002-3
----------------------------------	-------------------	---------------------------

FILM PRODUCTION (Selected Credit History)

MUSIC SUPERVISOR AND COMPOSER "Sugar"	- FEATURE FILM	Production: Defiant Entertainment 2004
COMPOSER "The Expressionist"	- SHORT FILM	Production House: Ghost FX 2004
MUSIC SUPERVISOR AND COMPOSER "Morning Wish"	- SHORT FILM	Production House: Ghost FX 2004
MUSIC COMPOSER "Invisible Journey"	- SHORT FILM	Production House: Ghost FX 2004

RAVI PERSAUD

CREDIT LIST SUMMARY

ASS'T PRODUCER/MUSIC COMPOSER - SHORT FILM Production House: Ghost FX
 "Goosebumps" 2004

COMPOSER AND MUSIC SUPERVISOR - SHORT FILM Production: Pepperpot Media
 "Faux Pas" 2004

COMPOSER AND Co-PRODUCER - SHORT FILM Production House: Ghost FX
 "Keep In Touch" 2003

VIDEO PRODUCTION

(Selected Credit History)

ASSISTANT DIRECTOR (Music Video) - VIDEO DIRECTOR Production: Rocket Frog/LTB
 " Absolute Anarchy" by Proxy Set 2005

PRODUCER AND COMPOSER - VIDEO PRODUCER Production: Cyberplex Interactive
 "Cyberplex" 1999

MULTI MEDIA PRODUCTION (Selected Credit History)

BRANDING/PRODUCER/DESIGNER - DIGITAL MEDIA www.girlguides.ca
 "Girl Guides, Guiding Mosaic.ca" 2005

PRODUCER/DESIGNER - DIGITAL MEDIA www.janalynnewhite.com
 "Jana Lynne White.com" 2005

PRODUCER/DESIGNER - DIGITAL MEDIA www.bobwiseman.ca
 "Bob Wiseman.ca" 2001

COMPOSER/SOUND DESIGNER - DIGITAL MEDIA Eatons.com
 "Eatons - Brown Bricks" clothing line 1998

COMPOSER/SOUND DESIGNER - DIGITAL MEDIA Labatt Breweries.com
 Labatt "Blue Lounge" 1998

COMPOSER/SOUND DESIGNER - CD-ROM INSERT Chatelaine Magazine
 "Planning Your Garden" 1997

MUSIC FESTIVAL PRODUCTIONS (Selected Credit History)

EVENT PRODUCER/HOST - LIVE BROADCAST PARTIES CBC (Toronto, Vancouver)
 "CBC/ZED TV" 2002, 2003

FESTIVAL PRODUCER/PERFORMER - FESTIVAL PRODUCER Church at Berkeley
 "Altar My Ego Festival" 2002

FESTIVAL PRODUCER/PERFORMER - FESTIVAL PRODUCER L'arte Art Bar and Gallery
 "Pronoia" (16 show series) 2001

HOST/PERFORMER - MAIN STAGE HOST (Day 3) Distillery District
 "Toronto City Roots Music Festival" 2003

RAVI PERSAUD

CREDIT LIST SUMMARY

EVENT PRODUCER - FESTIVAL PRODUCER Digital Insect Castle Gallery
"Digital Insect" 1999

COMPOSER - MEDIA AD SPONSORS Bloor Cinema
Fantasy Worldwide/International Science Fiction & Fantasy Film Festival 2005

BROADCAST ADVERTISEMENTS (Selected Credit History)

COMPOSER - CORPORATE FUNDRAISING AD LTB/SPY Films
"Canadian Breast Cancer Foundation/Scotiabank" 2005

ANIMATOR - BROADCAST COMMERCIAL DIY NETWORK, US
"DIY:FYI" (Five commercial spots) 2004

PRODUCTION ASSISTANT - BROADCAST COMMERCIAL SPY Films
"ROCHELLE, ROCHELLE/GM Pontiac" 1998

BOOKS

AUTHOR/EDITOR/PUBLISHER - ARTS AND HUMANITIES (IBID) Ravi Persaud
"In Sight of Leonardo Da Vinci" 2006

DANCE PERFORMANCE

MUSIC COMPOSER - QUINTE BALLETT Choreographer: Justine Chambers
"You Are Here" 2002

MUSIC COMPOSER - 808 SERIES Choreographer: Justine Chambers
"In and Out of Time" 2002

LIVE PERFORMANCE (Selected Credit History)

PERFORMER - LIVE MUSIC CD RELEASE The Company House
"Prepare for Peace" 2010

PERFORMER - MUSIC FESTIVAL Haligonia Stage
"Tall Ships Festival" (Day 1 and Day 3)" 2010

PERFORMER - MUSIC FESTIVAL Full Circle Music Festival
"Pre-CD Release Performance" 2009

PERFORMER - BURNING MAN FESTIVAL Fandango
"Earth Orbitals" 1999, 2000, 2001, 2002, 2005

PERFORMER - MUSIC FESTIVAL/EVENT Rivoli
"For the love of Jeff Buckley" 2002, 2003

PERFORMER - MUSIC FESTIVAL Northern Lights Music Festival
"The Ghost You Are" (CD Release) 2001