

# LISA SANTONATO

185 Sheridan Avenue, #1A Toronto ON M6H 3M5  
T: 416-702-4387 E: lisalouise@mac.com  
[www.ftpmedia.com](http://www.ftpmedia.com)

*Specializing in new media and video content development and production.  
Working from concept to completion to share your story and build your brand.*

## CURRICULUM VITAE

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### OBJECTIVE

- to provide communications media and management solutions to clients on a freelance or contractual basis.

### PROFILE

- passionate self-starter with over 15 years' experience managing projects, budgets and schedules in such diverse fields as animation, magazine and web publishing, and film and video production;
  - 10 years' experience creating digital media campaigns for artists under the auspices of FTP Media Inc.;
  - expertise in media management, producing small- to large-scale corporate and artist-driven projects;
  - creative, organized, detail-oriented thinker who is naturally adept at ferreting out and developing stories;
  - personable, motivated, open-minded individual with positive and proactive communications skills;
  - experienced problem-solver who specializes in extending brand development through storytelling online.
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## EMPLOYMENT HISTORY

<i>FTP Media Inc.</i>	Writer/Producer/Director <ul style="list-style-type: none"><li>• Freelance new media and video production with a focus on creating Electronic Press Kits (EPKs) for artists and groups. Current clients include: The National Aboriginal Achievement Foundation. Past clients include: Green Students Fundraising Ltd., the Walt Disney Picture Company, Play Records, Think Think Think Inc., dancemakers, Spookey Ruben, and Company Blonde.</li></ul>	<i>1999-Present</i>
<i>Oberon Interactive</i>	Associate Producer <ul style="list-style-type: none"><li>• Produced interactive learning tool CD-ROMs for corporate clients including Astra-Zeneca Canada Inc. and the Canadian Standards Association (CSA).</li></ul>	<i>1999 – 2001</i>
<i>Taxi Vancouver Magazine</i>	Senior Editor <ul style="list-style-type: none"><li>• Developed story ideas, recruited and trained new writers, edited for creative style, wrote articles and interviews, managed and directed production of the magazine and website.</li></ul>	<i>1996 – 1998</i>
<i>Nelvana Ltd.</i>	Production Coordinator <ul style="list-style-type: none"><li>• Storyboard coordinator for animated television series <u>Dog City</u>, <u>Eek the Cat</u>, <u>Free Willy</u> and <u>Tales from the Crypt</u>; Production Coordinator on <u>The Magic School Bus</u> series (Season II), handling all stages of production; Post-Production Coordinator for Season I of <u>The Neverending Story</u>.</li></ul>	<i>1994 – 1995</i>
<i>Art Gallery of Ontario</i>	Production Clerk <ul style="list-style-type: none"><li>• Assisted in the production of artists' catalogues, postcards and posters for the gallery's ongoing exhibitions, most significantly assisted in indexing the <u>Selected Works</u> Handbook; also handled accounts payable and general administration.</li></ul>	<i>1990 – 1992</i>

# CLIENT PORTFOLIO

## CONTENT DEVELOPMENT

<i>Green Students Fundraising</i>	Created a 10-minute video for company that educates students about the environment and provides fundraising solutions to schools. <a href="http://www.greenstudents.ca">www.greenstudents.ca</a>	2008
<i>Melleny Melody</i>	Content Manager/Consultant for performance artist. <a href="http://www.mellenymelody.com">www.mellenymelody.com</a>	2002 - 2007
<i>Play Records</i>	Content Manager/Consultant for electronic music record label. <a href="http://www.playrecords.net">www.playrecords.net</a>	2001 – 2007
<i>AdCritic.com</i>	Consultant for popular advertising industry site. <a href="http://www.adcritic.com">www.adcritic.com</a>	2001
<i>Think Think Think Inc.</i>	<i>Freelance Writer/Web Researcher.</i>	2000 – 2002

## CURATORIAL

<i>Images Festival 2007</i>	<u>S is for Student</u> . Co-Curator. Student works at the 20 <sup>th</sup> Annual Images Festival, Toronto.	April 2007
<i>CONTACT 2006</i>	<u>Greetings From Thailand 2005: To Continue is the Power</u> . Curator.	May 2006

## DANCE

<i>dancemakers</i>	<u>Tziganes</u> . EPK DVD Producer.	Feb 2004
<i>Company Blonde</i>	<u>Ruby Bastard</u> . EPK-DVD Video Producer, Director, and Videographer.	Oct 2002

## DOCUMENTARY

<i>Forward Thinking Productions</i>	<u>Italian-Canadian</u> . Director, Producer. 1/2 hour experimental video documenting the Italian-Canadian immigrant experience from post-war 1950's to today.	Sept 2001
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## MUSIC

<i>The Makeshift</i>	<u>The Makeshift</u> . EPK Video Director.	Feb 2004
<i>Gay Records</i>	<u>Too Dangerous</u> . Web Video Producer and Director.	Nov 2003
<i>Spokey Ruben</i>	<u>Bed and Breakfast</u> . EPK-DVD Video Producer and Director. Produced with the assistance of the VideoFACT (A foundation to assist Canadian talent) PromoFACT award program, supported by the MuchMoreMusic Network.	Oct 2003
<i>Play Records</i>	<u>Play Records EPK-DVD</u> . EPK-DVD Video Producer and Director. Complete publishing catalogue for electronic music record label.	Aug 2003
<i>Play Records</i>	<u>Wide Stride</u> . Web Video Director.	Summer 2001
<i>Melleny Melody and the Pop Machine</i>	<u>Love Shower</u> . Web Video Director.	Jan 2001
<i>Gerald Belanger</i>	<u>Live in Austria</u> . Web Video Director.	Winter 2000

## TELEVISION

<i>Lone Eagle Entertainment</i>	<u>Popstars</u> . Second Unit Director. Season III of reality-based television show.	Oct 2002
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## SELECTED CREDITS

<i>Anyone But Harper</i>	Wrote, directed and produced teaser video and Vote Strategically video for non-partisan group located at: <a href="http://www.anyonebutharper.ca">www.anyonebutharper.ca</a>	2008
<i>Blasland &amp; Associates</i>	<u>The Seahorse Adventure</u> . <i>Script Writer.</i> <ul style="list-style-type: none"> <li>Bahamas tour script featuring Castaway Cay and Abaco Island (for secondary client, The Walt Disney Picture Company).</li> </ul>	2005
<i>B.F.L. Productions</i>	<u>Reality Quest</u> . <i>Co-Director.</i> <ul style="list-style-type: none"> <li>1/2 hour documentary for the OMDC's Al Waxman Calling Card Program (TVO).</li> </ul>	2002
<i>FTP Media</i>	<u>Italian-Canadian</u> . <i>Director, Producer.</i> <ul style="list-style-type: none"> <li>1/2 hour experimental video documenting the Italian-Canadian immigrant experience from post-war 1950's to today.</li> </ul>	2001

## EXHIBITIONS AND PRESENTATIONS

<i>Photography</i>	<u>Greetings From Thailand 2005: To Continue is the Power</u> <ul style="list-style-type: none"> <li>Part of the 2006 CONTACT Toronto Photography Festival</li> </ul>	May 1-31, 2006
<i>Video Installation</i>	<u>Too Dangerous</u> <ul style="list-style-type: none"> <li>Exhibited as part of Red76 Arts Group's Dim Sum Project @16 Beaver Group, New York, NY.</li> <li>Premiered at "The Box", the Rivoli, Toronto. Hosted by Louise Bak.</li> </ul>	July – Dec 2003
<i>Digital Storytelling</i>	<u>Revelation</u> <ul style="list-style-type: none"> <li>Dana Atchley's 5th Annual Digital Storytelling Festival in Crested Butte, Colorado.</li> <li>Siggraph '99. Presented at the 26th International Conference, Los Angeles, California.</li> <li>First presented at the Canadian Film Centre's Medialinx H@bitat resident launch, Toronto.</li> </ul>	July – Sept 1999

## EDUCATION

<i>University of Toronto</i>	<i>Honours Degree, Bachelor of Arts and Science</i> <ul style="list-style-type: none"> <li>Ongoing studies focusing on Cinema, Arts, and the Environment.</li> </ul>	1995-2010
<i>Centennial College</i>	<i>Independent Filmmaker's Training Program (IFTP).</i> <ul style="list-style-type: none"> <li>Business training for Independent Producers, administered by the HRDC's Self-Employment Assistance (SEA) program.</li> </ul>	Fall 2001
<i>Canadian Film Centre</i>	<i>Resident, Medialinx h@bitat.</i> <ul style="list-style-type: none"> <li>Developed a prototype for digital storytelling called <u>Revelation</u>, an interactive CD-ROM that reveals the story of one man's search for his identity after the 'Great Crash'.</li> </ul>	Spring 1999
<i>Canadian Film Centre</i>	<i>Volunteer Apprentice.</i> <ul style="list-style-type: none"> <li>Trained in camera, lighting, sound, and set design while working on various resident projects under the direction of Kathryn Emslie.</li> </ul>	1992 – 1994
<i>Leah Posluns</i>	<i>Advanced Acting Techniques, Leah Posluns Theatre School</i> <ul style="list-style-type: none"> <li>Scene study workshops with Lewis Baumander.</li> </ul>	1990 – 1994