

## MICHELLE PONTO

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### IN BRIEF:

Michelle has a BAA in Communications, an Honors BA in Fine Arts, a diploma in Fitness Leadership, and a second diploma in Finance, but really, deep down, she has always been a writer. With over a decade of writing experience, she has written everything from commercials and web content, to interactive and news content, to TV pilots and movie scripts. Although her skills are versatile, her strength is definitely in writing/producing work.

Michelle has years of experience working as a writer/producer for a number of different fortune 500 companies and advertising agencies including Discovery Channel where she developed and produced supplementary content, interactive quizzes, online interviews, and multimedia in-depth features.

Having earned the reputation of being the “make it happen person,” one of her specialties is taking a rough concept and turning it into a successful campaign, even within tight timelines.

### COMPETENCIES & SKILLS

- Over a decade of experience in writing, advertising and producing including writing scripts for news casts, interviews, TV shows and commercials.
- Pitching, developing and recommending creative concepts to clients, as well as clearly communicating concepts from a competitive, strategic, branding, and budget standpoint.
- Experienced in developing and producing content for interactive games, websites, online contests and multimedia components from concept through to production.
- Experienced in communicating and managing projects and ideas to both internal and external clients.
- Experienced in developing and producing editorial content from concept through to launch including supplementary features, daily news and blogs.
- Screening master tapes and selecting clips, segments and stills for promotion, ads, and other media.
- Researching, developing and booking guests as well as conducting live interviews.
- Keen eye for spotting market trends, pop culture and news, as well as the ability to utilize this knowledge to the client's advantage.
- Excellent project management and team management skills.
- Leading brainstorming and product/service strategy sessions as well as branding focus groups and client concept presentations.
- Excellent organizational and multitasking skills developed through constant deadlines and the thrill of working in deadline driven environments.
- Flexibility to instantly adapt to changing project parameters and timelines.
- Computer knowledge: Microsoft Word, Microsoft Excel, Adobe Photoshop, PowerPoint, HTML, Fireworks, Dreamweaver, Final Draft, and Final Cut Pro.

□ Digital Media writing experience:

- Banner ads
- Online contests
- Trivia games
- Scripts and content for animations
- Event invitations and overviews
- Email campaigns
- Live video interviews and scripts
- Web content
- Interactive content for Digital Media
- Video, audio and phone scripts
- Online Surveys
- Scripts for Commercials
- E-learning modules
- Corporate Video Scripts

## Published Writing Experience

### Film, Video and TV

- Dream Girl (Renegade Productions) – feature film - Drama, currently in production (2006 release)
- AI (Green Sky Productions) – short film - Drama, in post production (2006 release)
- Waiting (TigerLily Productions) – short film – suspense, currently in production (2006 release)
- The Calling (QuickCut Films) – short film – suspense, in production (2006 release)
- HD Secrets Revealed (Discovery Channel) – Online Multimedia Interviews, March 2006
- Healthy Hygiene (Alive ProStudios for Haryson WC) – Product Video, March 2006
- Being IT (Dice.com) – Series of three commercials, Oct. 2005
- Inspired Urban Design with Krista Watterworth (Kickshow Productions) – TV Pilot, Sept. 2005
- Success Doesn't Come in a Bottle (Sina Printing) – Corporate Video, Sept. 2005

□ Recent Articles (partial list):

#### Articles

- *The Facts on Trans Fat*– Sysco Today, March 2006
- *Sunless Tanning Heats up the Market* – Integrated Health Retailer, March 2006
- *Volkswagen Scandal a Blessing*, The Motley Fool, August 2005
- *War of the Handhelds*, The Motley Fool, August 2005
- *Nokia Fuses the Future of Mobility and New Media*, Trainlab, Germany, June 2005
- *Storm Clouds Still Ahead for Volkswagen*, Trainlab Germany, August 2005
- *Shrinking deals are signs of a maturing market*, The Outsourcing Forum, June 2005
- *Einstein – Celebrating his legacy 50 years later*, Trainlab Germany, April 2005

#### Articles continued:

- *A little tech support goes a long way*, ComputerWorld, May 2005
- *Innovative Travel Club Makes Vacations More Affordable*, iTalknews.com, May 2005
- *IT World Canada rebuilds charity's Infrastructure*, ComputerWorld, April 2005
- *Recent Bioscience Discoveries Boost the Agricultural Market*, USAG Magazine, June 2005
- *Five technology trends to watch for in the future*, USAG Magazine, June 2005

#### Published Fiction:

- *The Soul Hunter* (short story) Crowswing Books UK, When Graveyards Yawn, Pub. date: Sept. 2006
- *Mission Rejected* (short story) Crowswing Books UK, New Wave of Speculative Fiction: Book 1, Pub. date: Sept. 2005

## **WRITER/PRODUCER PORFOLIO (PARTIAL LIST)**

### **DISCOVERY CHANNEL:**

- Pitching, writing, researching and producing supplementary content for the Discovery Channel to support their various television shows including Dirty Jobs, The Blasters, Daily Planet, Tech Toys, Tsunami: One year later and more.
- Screening master tapes and selecting clips, segments and stills for ads, promotion, and other media.
- Pitching and developing teasers, ads, and quizzes related to Discovery Channels shows.
- Writing, scripting and producing a multimedia "Buyer's Guide". Similar to MSN "Big Picture" concept, the "Buyer's Guide", this project involved interviewing and videotaping four HD experts on various topics and then editing and adding supplementary animation, graphics and text to the window to enhance the interviews.

### **DICE INC:**

- Writing, pitching, and developing three 30 second viral commercials for the "Being IT" campaign. Written similar in style as the BBC Office series, the commercials ended with an interactive call to action where the frustrated employee could choose their weapon and tickle their boss, eject him, pelt him with cream pies, etc.

### **SINA PRINTING:**

- Writing and producing a corporate video, as well as the company's entire web content and a number of brochures.

### **FOSTER PARENTS PLAN:**

- Writing and producing interactive game script and call to action segments for their Traveller Joe animated series.

### **COMPUTERWORLD:**

- Developing online interactive components to increase brand awareness, drive people to the website and promote viral advertising. Selected projects include:
  - Writing, producing and managing a poster contest from pitch to launch including all photo shoots, design, and marketing. A series of six, each poster depicted a stereotypical IT employee. The participants of the contest would go to the website, and submit a humorous caption to go with the poster. The top 10 captions were chosen and the finished poster was inserted into the magazine.
  - Writing and producing a humorous monthly online IT Trivia Challenge.
  - Writing and producing holiday e-cards using the characters of the poster, but dressed up in holiday gear.

### **THOMSON MEDIA:**

- Writing and producing the online catalogue to increase B2B presence.
- Developing and producing the school division's product site including teacher's area, student pieces, and generic content.
- Developing an e-gift card campaign.
- Developing, writing and producing micro-sites on product specific components.
- Developing e-learning modules for sales team.

## **IT WORLD CANADA:**

- Developing, scripting and producing the corporate video that utilized flash technology with links to supplementary powerpoint slides so the content could always be updated.

## **WAR CHILD:**

- Writing and producing the corporate video that incorporated compelling text and photographs from the charity's trips to war-torn countries. Show is used as their corporate messaging when speaking at large functions and during fundraising campaigns.
- Writing and producing a series of news articles featuring corporate involvement.

## **PRODUCING WEB CONTENT FOR VARIOUS WEBSITES:**

Writer and producer for numerous websites including IT World Canada, Blue Hammock, ECSI Group, Elm Insurance, Lifestyles, BioScience World, Wedding Guru, Sophisticated Shindigs, Sina Printing, and more.

## **EMPLOYMENT HISTORY (PARTIAL LIST)**

### **WRITER/PRODUCER**

Oct 2005 - present                      Discovery Channel

### **FREELANCE WRITER/PRODUCER (BY PROJECT)**

Dec 2004 - present                      Metro Goddess Productions

### **MARKETING COMMUNICATIONS CONSULTANT**

Jan 2005 – July 2005                      Laurentian Media Group

### **MARKETING COMMUNICATIONS MANAGER AND SENIOR WRITER/PRODUCER**

Mar 2002 – Jan 2005                      IT World Canada

### **MARKETING MANAGER AND SENIOR WRITER – SCHOOL DIVISION**

Oct 1999 – Mar 2002                      Thomson Media

## **RECENT FREELANCE ARTICLE WRITING ASSIGNMENTS (PARTIAL LIST)**

- ComputerWorld
- Network World
- The Outsourcing Forum
- USAG Magazine (Utilizing Science for Agricultural Gains)
- Trainlab Germany
- Fool.com (The Motley Fool)
- IHR (Integrated Health Retailer)

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## **HIGHER EDUCATION**

### **FINE ARTS – BA HONORS DEGREE**

April 2005                                      York University                                      Toronto, Canada

### **FITNESS LEADERSHIP AND PERSONAL TRAINING – 3 YEAR DIPLOMA**

April 1996                                      Seneca College                                      Toronto, Canada

### **ACCOUNTING/FINANCE – DIPLOMA (2 CREDITS SHORT OF DEGREE)**

April 1992                                      Ryerson University                                      Toronto, Canada

### **COMMUNICATIONS – BACHELOR OF APPLIED ARTS**

April 1992                                      Ryerson University                                      Toronto, Canada

## **CONTINUING EDUCATION**

### Writing and Publishing

- Advanced Writing, Advanced Writing, private classes taught by author B. Greenwood, Sept. 2004
- Editing, Ryerson University, May 2002
- Editing for the Web, George Brown College, May 2000

### Marketing and Computer

- Web Marketing Campaigns, DMN, Oct. 2003
- E-commerce: Strategies for e-commerce success, York University, Mar. 2002
- Certified Internet Webmaster, York University, Aug. 2001
- Dreamweaver, George Brown College, Sept. 2001
- Advanced HTML, Bell Centre for Creative Communications, May 2001

## **PROFESSIONAL AFFILIATIONS**

- PWAC (Professional Writer's Association of Canada) – Professional Member

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