

CATHY KATRIB-REYES

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Profile

- Bachelor of Arts, Honours, Major in Communication Studies, University of Windsor.
- Project Manager Certification, Ryerson University.
- Over 20 years of experience in film and screen-based industry within private and public sectors.
- Skilled project executor, managing innovative initiatives from concept to completion.
- Steadfast focus on customer service offering a creative and innovative solutions-based approach.
- Motivated and proactive team player who thrives in collaborative and creative environments.
- Effective communicator and relationship builder, consistently operating with diplomacy and tact.
- Exceptional attention to detail with strong research, presentation and problem-solving skills.

Experience

JAN. 2015 – PRESENT: **PROJECT MANAGER, CURRENT AFFAIRS AND DOCUMENTARIES, TVO**

- Liaise with Marketing team to ensure that on-air and digital promotions are strategically planned and that TVO's programming highlights are consistently communicated against all platforms.
- Event producer for The Agenda on the Road. Duties include liaising with internal and external stakeholders, lead and organize weekly meetings, provide project planning cross-departmentally including Revenue, Publicity, Marketing, Product Development, Strategy and Communications.
- Manage divisional projects throughout the year, as assigned by CAD VP. Responsible for liaising with Marketing and Research to monitor metrics, developing the project plan, schedule and procedures to support the achievement of the project objectives, tracking project progress, and overseeing project status reporting.
- Compile, track and send weekly agenda/action items to CAD Editorial Team.
- Collaborate with CAD teams and other intersecting divisions/departments to improve process and workflow within these areas.

2011 – 2014: **PROJECT MANAGER, NEWS, CANADIAN BROADCASTING CORP. (CBC)**

- Manage execution of high-impact projects from concept to completion within budget and time constraints, including the launch of digital stations in Saskatoon and Kitchener-Waterloo.
- Manage confidential flow of information relating to financial reporting, communications, policy and regulatory matters, organizational restructuring, budget constraints and labour relations.
- Maintain effective working relationships with key inter-divisional stakeholders, pro-actively flagging potential conflicts before they become distractions.
- Work collaboratively with executives to design and implement targets and criteria tracking the effectiveness and success of projects.
- Secretary of employee engagement committee, architect and lead on first-ever "reverse mentorship" program.
- Chair of CBC News "Make it Better" committee, an incubator project that develops and executes new initiatives to build innovation, collaboration and increase engagement within the news team; oversee and manage fundraising and strategic direction for this committee.

2010 – 2011: **PROJECT MANAGER, COMMUNICATIONS, MARKETING & BRAND, CBC**

- Executed communication strategies on two multi-platform projects (CBC's 75th Anniversary and "Live Right Now", a six-month, national health initiative).
- Key Communications liaison with advisory team including Heart and Stroke Foundation and YMCA.
- Led CBC communications teams across Canada, ensuring campaigns were fully supported.
- Managed creation and distribution of toolkits for advisory team and regional managers including customizable posters, web banners, web feature samples and e-newsletter blasts.
- Facilitated team and client meetings effectively; resolved escalated issues swiftly and tactfully.

2004 – 2010: ADMINISTRATIVE OFFICER, OFFICE OF THE EXECUTIVE VICE-PRESIDENT, CBC

- Directed confidential flow of information between the Office of the Executive Vice-President (EVP) and key internal and external stakeholders, reporting to the EVP.
- Managed contentious issues discretely while remaining calm and focused.
- Organized EVP's schedule according to priorities and ensured he was briefed on current issues.
- Implemented tools to add structure within the office such as electronic directories and shared drives, resulting in a smooth-running operation.

2003 – 2004: MANAGER, INDUSTRY PROGRAMMING, TORONTO INTERNATIONAL FILM FESTIVAL (TIFF)

- Produced and supervised over 30 live events, featuring talent such as Neil Young, Terry Gilliam, Mark McKinney, Robert Altman, Jim Jarmusch and Julie Taymor.
- Managed all on-site logistics including venues, talent, transportation and technical support.
- Identified and led programming opportunities and strategic direction, overseeing staff of five.
- Negotiated and maintained successful partnerships and contra deals worth over \$200,000.
- Attended Cannes Film Festival and successfully built solid relationships with key industry members.
- Managed mentorship and skills development programs for emerging filmmakers ("Pitch This!", "Talent Lab").

2000 – 2003: PRODUCTION SERVICES, COLUMBIA TRISTAR TELEVISION

("Odyssey 5", starring Peter Weller & "Street Time", starring Rob Morrow)

- Oversaw production timelines and special projects for Executive Producer meeting numerous deadlines with consistency.
- Researched story ideas for creative writing team, working with strict deadlines.
- Hired and trained production staff with focus on providing exceptional client service.
- Prepared and distributed a variety of departmental correspondence including highly confidential memos and contracts.

1995 – 2000: PROGRAM COORDINATOR, MARKETING INITIATIVES, ONTARIO MEDIA DEVELOPMENT CORP.

- Managed launch and adjudication of several key development initiatives including "Calling Card" and "Market Mentorships", with a goal to facilitate economic growth in Ontario's film industry.
- Coordinated all logistics pertaining to Ontario's delegation at domestic and international markets such as MIPCOM, MIPTV, TIFF and Cannes.

Education

- Ryerson University, Toronto, Project Management Certification.
- Honours Bachelor of Arts, University of Windsor, Major in Communication Studies.

Computer/Social Media Skills

Superb computer proficiency including MS Office, Adobe Photoshop, Basecamp, Traction, SharePoint, Wordpress, Outlook, Gmail, Twitter, Facebook, Pinterest, Instagram.

Recent Training/Professional Development

- Photoshop for Social Media, Camp Tech, November 21, 2013.
- Facilitating With Ease, Facilitation First, March 7 & 8, 2013.
- Karrass External Negotiations with Rose Greenman, Feb. 27 & 28, 2013.
- Creating Effective Presentations, Dec. 4, 2012.

Selected Accomplishments/Interests

- Developing social media strategy for non-partisan think tank, Canadian Arab Institute.
- 2014 President's Award Nominee, Make it Better Committee, CBC News.
- Volunteer, CultureLink Mentorship Program, helping newcomers break employment barriers.
- Half and full marathon runner, with races in Whistler, New York City, Detroit, Toronto.
- "On the Fly" short film collaborator, working with Sarah Polley, Robert Lepage & John Greyson.