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## PROFILE

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Dre is a bilingual multimedia communications specialist with over a decade of experience in community-oriented management, independent creative work, technical work, and customer service. He has refined his production, writing, design and marketing skills in the Creative Communications program (CreComm) at Red River College Polytechnic (RRC Polytech) over the past two years. He is looking forward to graduating this spring to open a new career chapter in a senior creative position.

Dre is a member of local rock climbing and cycling communities, and he volunteers to make outdoor activities accessible to others in his spare time. He enjoys weekendening in nature.

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## EXPERIENCE

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Freelance video production, photography, writing and design Since 2012  
Frameless Media, Club Create, Manitoba Sportswriters and Sportscasters Association (MSSA) and more...

- Promotional photography contract for RRC Polytech's CreComm program March 2025
- Community news for the Alpine Club of Canada (ACC) Gazette print magazine March 2025
- Live camera operator for Honey Dill Style bouldering competition March 2025
- Scott Oake biography for the MSSA Hall of Fame Feb. 2025
- Architectural photography contract for 345 Construction Nov. 2024
- Independent Substack publications 2024
- More web design, copy writing, and commercial photography...

News Editor April 2025 – April 2026  
The Projector (Red River College Student Association news outlet) Winnipeg, MB

- Writes editorial content including ["Cyclists risking their lives on Winnipeg streets"](#)
- Assigns, oversees and edits bi-weekly news stories produced by student journalists

Executive Communications Coordinator (volunteer board position) Since March 2024  
Manitoba Section of the Alpine Club of Canada (ACC Manitoba) Winnipeg, MB

- Formed a promotional committee this year to assist with content generation
- Independently conceived and ran email marketing and Google ad campaigns for the Banff Centre Mountain Film Festival World Tour, the club's major annual fundraiser event, producing illustration and copy; increasing ticket sales by 4% yearly and generating over \$35,000 in revenue
- Conveyed rebranding value to the team and membership who were averse to changing their image
- Passed a motion to adopt a sponsorship policy and sponsorship agreement templates for the club, which he prepared along with a business case in the process
- Revised new governance policies with the board which passed unanimously

Intern Videojournalist Nov. – Dec. 2025  
CBC Manitoba – French Services Winnipeg, MB

- Created vertical video content to support horizontal video news stories
- Directed a *Connexion* TV episode shoot in studio
- Conducted interviews and reporting on breaking news stories
- Shadowed senior camera operators and reporters to learn best practices

## Marketing and Media Manager

Gimli International Film Festival (GIFF)

May. – Aug. 2025

Gimli and Winnipeg, MB

- Broke all previous box office records with a comprehensive marketing strategy
- Coordinated news releases and media communications resulting in more earned media than ever
- Managed a \$5,000 web, radio and print advertising campaign reviewing assets from an agency
- Created and scheduled all social media and email content, including video, copy and imagery
- Managed a team of volunteer photographers and videographers at the event

## Multiple Management Positions

Mountain Equipment Company Ltd. (previously Mountain Equipment Co-op)

July 2018 – July 2024

Winnipeg, MB

- Managed a team of 38 employees, providing mentorship that included onboarding, continued training, performance management, support in the workplace and succession planning
- Led community outreach initiatives as a primary public relations strategy for the store by planning events, activations, contests by email, and other partnerships
- Championed the implementation of Microsoft Dynamics 365 to update omnichannel logistics, which improved online order fulfilment efficiency by 35% at the store
- Guided the design and implementation of a new floor plan with other managers which increased average transaction value by 15%
- Persevered and adapted retail operations when faced with evolving challenges of the Covid-19 pandemic and a simultaneous corporate acquisition in 2020
- Contributed to weekly management meetings with a collaborative mindset and creative solutions
- Assigned and guided the completion of daily and weekly tasks to employees in line with big picture company priorities and long-term individual goals
- Communicated technical products and services in simple terms to customers to meet their needs
- Resolved customer service issues with clear and open communication

More work experience listed in Curriculum Vitae

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## EDUCATION

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### CreComm – Media Production Major

RRC Polytech

Sept. 2024 – April 2026

Winnipeg, MB

- Leading a team of 11 as Executive Producer of *Nestawaya Originals*, an episodic documentary for Bell MTS Fibe TV1, earning this role by winning a pitch competition held in December, and responsible for much of the pre-production, scheduling, budget, delegation and oversight
- Wrote a feature for *Working Draft Magazine* which is set to be published in April
- Produced dozens of videos in individual and group projects to practice applying narrative and technical techniques to tell visually compelling stories
- Refined his digital and graphic design skill by creating a variety of content using Figma, Adobe Illustrator and InDesign, Canva, WordPress, Webflow, HTML and CSS
- Learned effective writing styles for various creative formats, punching up his copy

### Drone Pilot Certificate – Advanced Operations

Transport Canada, Tanner Grywinski, RPAS Centre

March 2026

Winnipeg, MB

- Permit to fly a drone up to 25 kg in accordance with Transport Canada regulations
- Passed a practical flight review and online written exam with a perfect score
- Has flown several basic flights to record video for projects

References available upon request