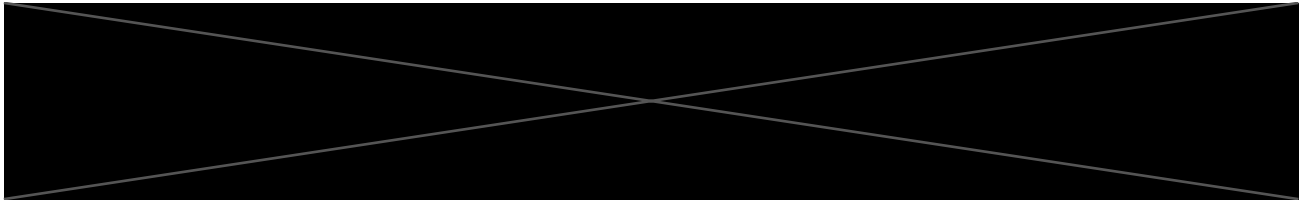


Manuel Baechlin

Portfolio Website: www.mabekproductions.com



Professional Summary

A young, highly motivated and detail-oriented professional with expertise in video creation, project management, and production. Adept at troubleshooting and resolving complex issues. Skilled in developing and implementing innovative content strategies online.

Experience

Producer - Video Storyteller

Canadian Forces Morale and Welfare Services, Ottawa, ON / Dec 2023 - Present

- Maintained positive relationships with all clients, managers, and talent throughout production processes.
- Managed the budgeting process of production projects.
- Developed and implemented creative concepts for video and photo projects.
- Managed all aspects of visual content production from pre-production through delivery stages.
- Shot video and still photos to accompany marketing and communications projects.

Creative Lead - Founder

Mabek Productions / Jan 2018 - Present

- Leading all things videography, photography, and editing
- Filmed documentaries, covered live events, conducted high-profile interviews, and created optimized media for social media.
- Freelanced to clients including CBS Mornings, United Way East Ontario, the Norman Paterson School of International Affairs, and the Toronto Star.
- Implemented effective visual content strategies to increase engagement and brand awareness.
- Wrote and submitted proposals to bid on contracts for projects.

Guest Lecturer on Video Production

Carleton University, Ottawa, ON / Nov 2023

- Developed and taught an engaging lecture about video production techniques for university students.
- Provided guidance and resources to help students excel at their first-year video projects.

Podcast Production Intern

Farm Radio International, Accra, Ghana / Jun 2023 - Aug 2023

- Coordinated with locals for services such as voice over talent and transcription services.
- Edited raw audio recordings into a final episode using Adobe Audition software.
- Assisted in the development of podcast show concepts and storylines.
- Sourced music and sound effects across Ghana for inclusion in episodes.

Freelance Doc Videographer

CBS Mornings, Ottawa, ON, May 2023

- Arranged all equipment rentals for a three-camera television interview.
- Managed lighting, sound, video logistics during production.
- Engaged with producers in the U.S. to ensure all creative and technical needs were met.

Taking Care Report Team

Carleton University, Ottawa, ON, Oct 2022 – Jan 2023

- Attended a roundtable event on trauma, where I documented the larger discussions in a small team to produce a report for journalism outlets in the country focussed on trauma recovery and coverage.
- The finished work was published by the Canadian Journalism Forum.
- Responsible for photography and created a physical document using the images and key information.

Photo Editor

The Charlatan, Ottawa, ON / Sep 2022 - Apr 2023

- Organized digital photo libraries using asset management software.
- Performed image quality assurance prior to publishing to check photo color, cropping and margins.
- Produced high-quality images for web use as well as print media such as magazines and newspapers.
- Tracked progress of each project against timelines established by the editor-in-chief.
- Applied Canadian Press (CP) Style to photo captioning and publishing.

Strategic Communications Intern

KPMG, Toronto, ON / May 2022 - Aug 2022

- Supported the development of presentations and other materials needed for meetings.
- Conducted research on target audiences to inform the strategic communications team.
- Tracked with internal communications to ensure that messaging stayed consistent across all channels.
- Collaborated with team members to create content for the internal corporate website and newsletters.

Documentary Producer

January 2022 – March 2022

Carleton University School of Journalism and Communication, Ottawa ON, Jan 2022 – March 2022

- Team management (booking meetings, preparing consent forms, call sheets). Story management (organizing files, documents, sourcing all available B-roll). Equipment booking.
- Conducted emotional video interviews with the subject, both in-person and online.
- Captured high quality documentary B-roll to be used in the final edit.

Videography Intern in Marketing

1VALET, Gatineau, QC / May 2021 - Aug 2021

- Delivered high-quality results under tight deadlines directly to the director of marketing and the vice president of sales.
- Edited raw footage into engaging product and customer stories.
- Created storyboards to visualize the concept of videos prior to shooting.
- Captured compelling visuals that showed new products in action, for use on the company website.

Student Partner

Carleton University, Ottawa, ON, May 2021 - July 2021

- Designed an advanced fourth-year photography course at Carleton University for the School of Journalism as part of the Student as Partner Program (SaPP).
- Key roles included: writing and in-depth research, video editing (Adobe Premiere Pro), communication and time management.

Education

Carleton University

Bachelor of Arts (B.A.)

- Journalism and Communications (Completed Apr 2023)
- Graduated with a Rogers Communications Award in Television Journalism, High Distinction

Academic Awards

(2019) President's Scholarship, (2021) Claude Bissell Scholarship, (2021) Deans' Honour List, (2021) K. Phyllis Wilson Scholarship in Journalism, (2022) Andrew Little Memorial Award, (2022) Murdoch Maxwell MacOdrum Scholarship, (2022) Deans' Honour List, (2022) K. Phyllis Wilson Scholarship in Journalism, (2023) Rogers Communications Award in Television Journalism, (2023) Deans' Honour List

Skills

Timeline Management, Proofreading, Video Editing, Teamwork and Collaboration, Social Media, Content Production, Project Management, Photo Editing

Volunteer Experience

Vice President Marketing

Carleton University Journalism Society, Ottawa, ON / Apr 2020 - Apr 2023

- Designed promotional material for conferences and other events.
- Directed the development of an e-commerce merchandise system across multiple channels, including social media, email and web content.