

BENJAMIN SOURISSEAU

Toronto, ON | (416) 455-3440

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BILINGUAL PRODUCT MARKETING MANAGER

With over 11 years of experience in communication, media & education to business operation management, I have developed a range of skills, including creating messaging and marketing content, conducting analysis, leading large-scale productions and business operation department. Additionally, I have a solid grasp of digital marketing, online advertising, Martech, and have built a network of contacts within the Canadian digital publishing and Adtech industries. I am dedicated to continuously improving workflows, standardizing best practices, and delivering outstanding products. With my ability to prioritize tasks and handle difficult situations, I am committed to collaborating effectively with cross-functional teams.

CORE SKILLS & COMPETENCIES

- Product & Project Management
- Workflow Designer
- UI/UX Design
- Multidisciplinary Team Coordination
- Marketing strategy & Communications
- Business Operation Management
- Strategic Foresight
- Roadmap Planning
- Ad tech & Publisher Experiences

PROFESSIONAL EXPERIENCE

Product Manager in the Business Ops Department | *STN Video – Victoria, BC (remote)*

Mar. 2022 – Mar. 2023

Occupying a crucial cross-departmental role in a rapidly evolving industry, responsible for connecting the executive decision-making team, board of directors, and development team. My objective is to ensure the delivery of the best product to millions of daily users in Canada and the United States, while also improving productivity within our budget constraints. STN Video products are SAAS destined to B2B.

Key Responsibilities:

- **Product Management:** Conducted research and build user stories, product scopes, and business cases to develop our strategic product roadmap for our video software and ad tech solutions. Prioritizes features that deliver value to our customers and drive revenue growth, working closely with cross-functional teams to ensure successful product launches and ongoing success.
- **Business Operation Manager:** Oversee and optimized the daily operations of a business to ensure efficiency, productivity, and profitability. They work across multiple departments to identify areas of improvement, streamline processes, and implement best practices in a fast-paced ever changing industry.
- **Marketing, Communication & Branding:** Coordinated and supervised a branding design overhaul in conjunction with a website upgrade, effectively transforming our platform from a managed service to self-serve. Through collaboration with cross-functional teams, I ensured alignment between UI/UX design, marketing messaging, PR communication, and revenue goals, all in line with our product vision.

Senior Producer | *Pelmorex Corp (The Weather Network) – Oakville, ON*

Jan. 2018 – April. 2022

Positioned as a trusted problem-solver and senior-level manager, overseeing and iteratively improving production lifecycle processes while concurrently managing production for multiple programs. Leads internal change initiatives to enhance team efficiency and maintain compliance with industry-level standards across all pre-production, shooting, editing, and publication processes.

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PROFESSIONAL EXPERIENCE (CONTINUED)

Key Responsibilities:

- **Production Workflow:** Engages with senior leadership team to define program and production needs, analyzing company objectives against current team availability to maximize resources with minimal impact to product quality. Creates workflows, policies, and standards to improve cross-team communication and streamline production lifecycle.
- **Project Coordination:** Independently manages multiple products and series for publication, directing teams of video editors, hosts, camera operators, and other cross-functional personnel. Serves as critical liaison to eliminate obstacles and resolve issues impeding production wherever possible.
- **Marketing Strategy:** Create and develop strategic process on innovative product, ensuring all multidisciplinary team members adhere to product quality standards, establish deadlines and marketing promotion & communication, and program objectives across shooting and post-production efforts.
- **Continuous Improvement:** Continuously assesses workflows and processes to identify operational gaps or other deficiencies, spearheading numerous initiatives to innovate and improve team effectiveness including a large-scale paradigm shift towards remote content production.

Senior Producer | *Groupe Média TFO – Toronto, ON*

Aug. 2016 – Aug. 2017

Video Editor | *Groupe Média TFO – Toronto, ON*

Jul. 2015 – Aug. 2016

Demonstrated exceptional editing skills and proven creativity while supporting youth & educational programs. Promoted to Senior Producer to lead coordination and production for a brand new youth franchise to be released digitally, collaborating across a broad, multidisciplinary team to conceptualize ideas, create Go-To-Market strategies, and define success metrics KPIs to continually monitor team progress.

Key Responsibilities:

- **Operational Leadership:** Recruited and trained new talent while developing standardized workflows to ensure streamlined production processes from initial story creation to shooting, production, and broadcast. Communicated with executive leadership to define program objectives, determine project budget, and maximize available resources.
- **Cross-Functional Collaboration:** Regularly coordinated with public relations and communications teams to ideate marketing strategies, providing relevant production insights and recommendations to inform tactical marketing plans and prospective sponsorship opportunities aligned to unique program needs and objectives.

Video Editor & Writer | *Nolife TV (former National Broadcaster) – Paris, France*

Jun. 2012 – Nov. 2013

Refined writing and video editing skills while working with a French TV broadcaster. I directly assisted the Video Editor in Chief and Director of Programming, delivering consistently high-quality edits for video game reviews, news, and documentary programs, all within strict broadcast deadlines.

Video Editor, Director, Writer & Youtuber | *BenzaieTV (Youtube channel) – Angoulême, France*

2010 – 2014

Applied foundational knowledge and developed practical film production, video editing, and content creation for a successful YouTube channel, during the early days of the platform. Built familiarity with industry-grade software and equipment to create quality videos and short films, generating up to 3 million views each, and gaining over 600,000 subscribers over the course of 3 years.

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EDUCATION & PROFESSIONAL DEVELOPMENT

PSPO-1 Professional Scrum Product Owner 1 Certification | *Scrum.org*

Marketing Product Manager Training | *Hubert Kratiroff*

Agile Training (from Agile manager to Leader) | *Cécile Déjoux*

Capital M&L (Management & Leadership Training) | *Blue Rebel Works*

Governance Training for Non-Profit Boards | *Discitus & Arsenal*

Advanced Diploma, Audiovisual Major, Production Post-Production Minor | *Ecole Brassard*

Advanced Diploma, Applied Physics in Food Industry | *Les Vaseix*

Canadian Undergraduate equivalence provided by WES : Mechanical and Chemical Engineering

PROFESSIONAL AFFILIATIONS & ACTIVITIES

Vice Chair of the Board of Directors - Since August 2017 | *FrancoQueer – Non-Profit Organization*

Over the course of six years, we significantly grew the organization by diversifying government grants and developing fundraising events. As a result, there was a substantial increase in the number of employees, programs, and deliveries. As the organization continued to grow, we created HR documents, employees policies, and work procedures.

ADDITIONAL SKILLS

Technical Acumen	Adobe Creative Suite (Photoshop, Premiere Pro) MS Office Suite ClickUp Louise JIRA Dayforce TRELLO CatDv Louise Confluence Zendesk
Language Profile	French English Japanese (Elementary)