

# Robert D. Ostiguy

Montréal, Québec  
514 608-8289  
robertostiguy@gmail.com

## EXECUTIVE SUMMARY

- 9 years of award-winning marketing and promotions experience in television, radio, print, outdoor and web-based environments for major broadcasters
- Ranked among the top creative/packaging directors in Montreal
- Proven track record of delivering results on time, on target and on budget
- Demonstrated ability in managing multiple tasks in a high pressured environment
- Proven ideation, writing and directing skills, with a focus on results
- Expertise in working closely with other cross-functional team members such as content, sales, customer care, and operations to meet objectives
- Excellent written and oral communication skills

## LANGUAGES – English & French

## ACCOMPLISHMENTS

- More than a dozen national and international awards, including the Gabriel Award, Promax , New York Festival and Can Pro
- Created more than 1,400 topical and image promotions for the CBC in Montreal
- Directed and produced 40 successful season launches and cross-promotional campaigns for CBC and CTV in Montreal
- Wrote and directed more than 90 segments for a variety of national and regional television magazine series
- Directed and produced corporate advertising and promotional campaigns for Pfizer, Schering-Plough, Kraft, Covidien and numerous corporate clients
- Led, coordinated and post-produced more than 100 half hours for Just for Laughs
- Conducted more than 400 interviews for television and video with people from all walks of life
- Produced more than 20 web sites for corporate and government clients
- Produced over 50 hours of instructional video in healthcare and change management for Web and DVD

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LinkedIn profile: <http://www.linkedin.com/in/robertostiguy>

Latest portfolio: [www.robertostiguy.com](http://www.robertostiguy.com)

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## EDUCATION, EXPERIENCE & TECHNICAL SKILLS

- 12+ years of entrepreneurial experience as a freelancer and executive
- Good knowledge of marketing research concepts & methodologies
- Familiarity with a variety of computer programs, including MS Office, Avid, Final Cut Pro, DS, Smoke, Flame
- Honours B.A. in Political Science, University of Waterloo

## EMPLOYMENT HISTORY

### **Executive Producer**, Groupe Launch, Montreal, 2007 – 2010

Groupe Launch Inc. is a vertically-integrated communications firm, offering a full range of services including: video, web, e-learning and magazines in the health care and corporate sectors

### **Freelance Writer/Producer-Director**, Les Comm. Robert Ostiguy, Montreal, 1996 – 2007

Dozens of productions for broadcast and corporate clients, from season launches and award-winning image campaigns to sales motivation and television series

### **Promotions Writer/Producer-Director**, CBC Television, Montreal, 1989 -1996

Wrote and directed dozens of image and topical campaigns for television, radio and print

## ADDITIONAL TRAINING

- Workshops in multi-platform content creation by Telefilm and l'INIS
- Workshops in social marketing by Social Media Magic

**References are available upon request.**

A chronological listing of clients and accomplishments can be supplied upon request

A portfolio of recent productions can be viewed at [www.robertostiguy.com](http://www.robertostiguy.com)

Client testimonials can be viewed at [www.robertostiguy.com](http://www.robertostiguy.com)

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