

# MAAYAN COHEN

## NEW MEDIA PRODUCER



647 993 1735



MAAYANCO@GMAIL.COM

Independent New Media Producer with over six years of professional experience in broadcast and new media industry in Canada and Israel.

### PROFESSIONAL EXPERIENCE

#### Project Manager

##### Love letters to the future

Xenophile media  
Greenpeace International  
Toronto , Aug 09- Feb 10

- Managed 'love letters to the future' a multi- platform project and an Alternative Reality Game concerning the future of climate change.
- Overseen all organizational, creative and financial aspects of the project.
- Responsible for building a team, recruiting professionals, negotiating contracts, maintaining cash flow and cost report.
- Created a project plan, designed schedule, prepared and managed budget, assigned tasks & team responsibilities, red flags, milestones & project assumptions.
- Wrote funding applications & proposals for broadcasters and agencies.
- Collaborated with Creative Director to maintain creative vision and kept production value with the company's brand. Reviewed deliverables for quality and clarity and engaged in all creative decisions.
- Effective planning that kept the production on schedule and on budget.
- Collaborated with international partners and developed excellent relationships with clients.
- Prepared final reports for funders and sponsors.
- Managed the presence of the project @ the UN Climate Change Conference in Copenhagen in December 2009.

<http://www.loveletterstothefuture.com>

#### Director & Editor

##### 100 mile interactive

Paperny Films, Food Network  
Vancouver, Jul 08- mar 09

- Managed the production of weekly online webisodes of the Food Network's documentary series 'The 100 Mile Challenge'
- Researched & pitched ideas, organized interviews and coordinated shoots.
- Directed , edited and delivered webisodes and extra online content time and on budget.
- Collaborated with the broadcaster from development to delivery.

<http://100mile.foodtv.ca/>

#### Production Coordinator

##### Kid versus Kat

Studio B Productions  
Jedix, Disney, YTV  
Vancouver, June 08- Nov 08

- Managed a team of 20 animators and 10 revisionists for the international animation series "Kid vs. Kat".
- Established team performance objectives and parameters.
- Acted as a liaison between the producer, directors, editors, animators and revisionists.
- Planned and maintained animation time line effectively
- Responsible for implementing animation notes from rough-cut sessions and delivering high quality animation series for broadcasters.

<http://disney.go.com/disneyxd/shows>

#### Producer & Creative Director

##### murmur video

[murmur], Toronto's arts council  
Toronto, Sep 07- Apr 08

- Pitched, developed and produced murmur video; a multiplatform interactive project of urban narrative shorts distributed on mobile, online and a touch screen kiosk.
- Developed a project plan, prepared budget and organized production timeline.
- Lead a creative team of graphic designers, illustrators, photographers and developers.
- Held of the creative vision and fostered a collaborative work environment between team members.
- Drove the creative development and production process forward.  
The project was supported by [murmur], Toronto Arts Council , it was selected for the New York Television Festival in September 2008 and Nuit Blanche Festival in Toronto 2008.

<http://murmurtoronto.ca/>  
[www.rta.ryerson.ca/cosmicword](http://www.rta.ryerson.ca/cosmicword)

## Interactive Editor

### The Adrenaline Project

#### Smart Women Survival Guide

marble media- Interactive department  
Toronto, June 07- Jan 08

- Organized and edited video content for interactive flash based project of the television series “Smart Women Survival Guide” (W Network).
- Updated the site with daily video content such as : behind the scenes, video tips, interview with professionals, episodes, and online games.
- Conceptualized and edited the interactive stories behind “The Adrenaline Project” (YTV) a competitive sports series for teens.
- Update the site with new interactive content in correlation with the television broadcast of each episode.
- Ensured client satisfaction and maintained high quality delivery of online content for both projects.

<http://smartwoman.wnetwork.com/index.php>

<http://theadrenalineproject.ytv.com/>

## Line producer

### Dance film ‘Between Seems’

BravoFact & Kaeja d’Dance  
TORONTO, June 07- Sept 07

- Overseen all aspects of pre-production and production of the dance film.
- Managed development process and identify funding sources.
- Determined milestones and timeline while assessing challenges.
- Recruited a professional team, prepared contracts and deal memos.
- Collaborated with the director on creative decisions while preparing storyboards and shot list.

[http://www.kaeja.org/events\\_performances.html](http://www.kaeja.org/events_performances.html)

## Producer, Director, Editor

### The Art of Contact

Dance Film  
Toronto, Sep 06-dec 06

- Produced, directed and edited the *The Art of Contact* ; an experimental dance documentary that explores the idea of interaction using improvised movement.
- The film was screened at the Women in Film Festival in Vancouver, and National Screen Institute online festival May 09.

[http://www.nsi-canada.ca/the\\_art\\_of\\_contact.aspx](http://www.nsi-canada.ca/the_art_of_contact.aspx)

## Research Assistant

### Accessfabrik Lab

Ryerson University  
Toronto, June 05- Dec 06

- A team member at the Accessfabrik Media Lab at Ryerson University; top of the line research facility exploring projects in the world of interactive and multimedia design.
- Designed & developed a Flash based website for USWS; a collaborative project exploring the impacts of web technologies on collaborative design and manufacturing with particular focus on the automotive sector.

<http://accessfabrik.rcc.ryerson.ca/>

## Sales Manager

### E-com Global Electronic Commerce

Tel- Aviv, Israel  
Feb 02- Sep 04

- Supervised 20 professional sales and telemarketing representatives.
- Recruited new employees and provided professional guidance and sales techniques.
- Developed a marketing plan which successfully increased sales, attracted new investors and maintained high quality customer service for website users.
- Conducted presentations for the company’s board of directors and the sales team.

## AWARDS

### Ten to Watch- Bell Fund award

One of the top 10 graduate students in Canada who are setting new standards on the global new media scene, 2007.

### Phyllis Switzer Award

For management skills demonstrated through work experience and extra curricular activities volunteer teamwork, Student Council work or community involvement. Ryerson University, 2005-2007.

### BC Film- Passport to Markets

Grant from BC Film to attend ‘South by South West’ One of the largest film & new media festivals in the world, taking place in Austin, Texas. 2009.

### Newfoundland Broadcasting Company Award

For demonstrating the most creativity using significant content through the TV media, 2008

### Tara Awards

For best electronic field production, one camera shoot, Ryerson University. 2006.

## EDUCATION

### Radio and Television Major & English Minor

Bachelor of Applied Arts, Ryerson University, Toronto, Canada (September 2004- April 2008)

### Flash Development for Web

Intermediate level course, University of British Columbia, Vancouver, Canada (November 2008- December 2008).