

Maëlle Brigitte André

maelle394@gmail.com | [LinkedIn](#) | Paris | American & French nationality | Content Production, Editing & Strategy

WORK EXPERIENCE

Ubisoft | Montréal, QC

Nov. 2019 – July 2022

Various Content Production Roles

Content Producer (Gameplan)

June 2021 - July 2022

Maintained content production pipelines capable of producing all Gameplan content required to support each Ubisoft title. Produced more than a total of 147 videos in a year.

- Project managed video production, collaborating with Community Developers, Capture Artists, Video Editors, and Graphic Designers to ensure deliverables are on track
- Reviewed and revised scripts, shotlists, VO recording, and video edits
- Integrated feedback from internal stakeholders
- Developed bespoke creative publication strategies to meet web and social engagement KPIs specific to each brand's community engagement campaign
- Documented production processes and maintains video production standards that promote best practices

Achievement | June 2021:

- Less than a month into my new role, I produced a video which performed more than triple the expected KPI and became the most viewed video (64k views) at the time on Ubisoft's Gameplan YT channel.

Community Content Producer & Video Editor

Aug. 2020 – May 2021

Owned and assisted with the creation of community-oriented video content for web and social media.

Digital Content Publisher

Nov. 2019 – July 2020

Edited, formatted (HTML), optimized (SEO), localized, and published web-based articles for Ubisoft brands.

The North Face Westmount operated by AuSommet | Montreal, QC

Aug. 2018 – Feb 2019

Social Media Coordinator & Content Creator

Strategized social media content for TNF products and produced engaging copy and photos for weekly social posts.

Omer DeSerres (Art material store) | Montreal, QC

Sep 2016 - June 2018

Customer Service

Served customers, advised on art materials, managed inventory, refined product placement, and worked cash.

Concordia University | Montréal, QC

Aug. 2015 – June 2016

Resident Assistant

Acted as a first resource to approximately 300 students, as well as organized and budgeted community Rez events.

EDUCATION

La Fémis

Sep 2022 - June 2026

Bac + 6, Montage

Paris

Concordia University

June, 2019

B.A.S. with Distinction, Major Philosophy, Minor Film Animation

Montréal, QC

- Graduated with Distinction; 3.6 GPA
- Winner of the **Best Animated Experimental Film Award**, 46th Concordia Film Festival, Montréal, May 2019.

SKILLS & INTERESTS

- **Skills:** Adobe Creative Suite; project management; strategic planning; content production; process documentation; HTML; content marketing; SEO; SMO; videography; photography; voiceover; motion graphics; copywriting; subtitling,

localization; OBS; various social media analytics; JIRA; Kanban-Scrum Frameworks; Miro; Protocols; Blender, TV Paint; Tridian; Basecamp; Contentful; Wordpress; Sharepoint; Miro; Trello; Slack; Microsoft Office.

- **Languages:** English, French, and intermediate Spanish.