

# FRANCINE A. LEE

## COMMUNICATION AND MEDIA PRACTITIONER

### CONTACT



London, ON



francine-lee@hotmail.com



1 (437) 566-7405



### COMPETENCIES

- Office Productivity: MS Office (MS Excel, MS Word, MS PowerPoint, MS Publisher), Evernote, Google (Docs, Sheets, Slides, Keep, Forms)
- Collaboration and Communication: MS Teams, Zoom, Notion, Discord, Google Meet, Zoho Cliq
- Graphic Design and Image Editing: Final Cut Pro, Adobe Creative Suite (Premier, Photoshop, Illustrator, InDesign), Canva
- Business Intelligence and Analysis: Google Analytics, Looker
- Project Management: SmartSheet, Trello
- Web Editing: Wordpress

### EDUCATION

#### PG Cert, Digital Communication Management

2024 - Present

Fanshawe College | Ontario, Canada

- Dean's Honour Roll

#### B.A. Literatures in English (Major), Philosophy (Minor)

2000-2003

University of the West Indies | Jamaica

- Upper Second Class Honours

### PROFESSIONAL EXPERIENCE

#### Lead, Lecture Capturing as a Service

2022 - 2023

One on One Educational Services Limited, Kingston, Jamaica

- Simplified subject matter content and ensured that production standards were met when reviewing instructional material for multimedia productions
- Produced 5,000 hours of multimedia educational content across specific subject areas for all secondary institutions in Jamaica
- Applied proactive problem-solving by researching and keeping up-to-date with emerging technologies to deliver the most up-to-date solutions
- Demonstrated interpersonal and communication skills by successfully collaborating extensively with cross-functional project teams, external vendors and contractors to provide purchasing recommendations for learning technology need

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### CERTIFICATIONS

2025 - 2024

Crisis Intervention & Verbal De-Escalation

GC Tactical, Online

Editing Mastery: How to Edit Writing to Perfection

Conflict Resolution for Beginners

Leadership Foundations

LinkedIn Learning, Online

Social Media Marketing

Hootsuite Academy, Online

2013

Techniques of Video Production

Creative Production & Training Centre

Kingston, Jamaica

### VOLUNTARY SERVICE

2024 - Present

Advisory Council Representative for Television

Department

Northern Caribbean University, Jamaica

2022-Present

Adjudicator

University of Technology, Jamaica

2017-Present

Department of Communication Studies,

Production House Assessor

Northern Caribbean University, Jamaica

### PROFESSIONAL EXPERIENCE

#### Acting Head, Documentary Unit

2017- 2022

Jamaica Information Service, Television Department,  
Kingston, Jamaica

- Managed an annual production portfolio of over 20 projects equating to over 360,000 Canadian dollars by establishing workflow strategies and guiding the development of programs and productions
- Effectively and systematically allocated equipment, human, and financial resources to meet client needs
- Increased staff complement by 75%. This included collaborating with the department manager for the promotion, training and cross-platform development of team members
- Efficiently managed productions by implementing accountability standards and workflow strategies.
- Demonstrated collaborative leadership and trust while guiding and supporting the activities of four direct reports in the research and effective use of all audio-visual content to create bespoke programs and promotional campaigns
- Applied proactive problem-solving by researching and keeping up-to-date with emerging technologies to deliver the most up-to-date solutions
- Demonstrated interpersonal and communication skills by successfully collaborating extensively with cross-functional project teams, external vendors and contractors
- Showed commitment to talent management and professional growth by providing strategic direction and guidance to the production team
- Collaborated extensively with cross-functional teams and diverse stakeholders in coordinating logistics for international summits and various productions, such as the Jamaica Special Economic Zone Authority International Virtual Summit "Resilient and Sustainable Investments in SEZs" in 2021 and the United Nations World Tourism Organization's Global Conference in Jamaica 2017
- Created messages that resonated at the executive level, including the primary multimedia tools used as part of Jamaica's successful bid campaign for re-election to "Category C" of the Council of the London-based International Maritime Organization in 2007