

# FRANCINE A. LEE

## COMMUNICATION AND MEDIA PRACTITIONER

### CONTACT



London, ON



francinealee@gmail.com



1 (437) 566-7405



in



### 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

### EDUCATION

#### Master of Media in Journalism and Communication

University of Western Ontario | Ontario, Canada

2025 - Present

#### PG Cert, Digital Communication Management

Fanshawe College | Ontario, Canada

2024 - 2025

- President's Honour Roll

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

University of the West Indies | Jamaica

2000 - 2003

- Upper Second Class Honours

### PROFESSIONAL EXPERIENCE

#### MMJC Social Media Coordinator

2025 - Present

University of Western Ontario, London, Ontario

- Manage MMJC Instagram and TikTok accounts, creating multimedia content for students, alumni and the community
- Analyze data to improve content strategy in the creation of reels, carousels and short-form videos
- Pitch creative ideas at weekly meetings for social media content that align with the program's brand voice and strategic goals

#### Lead, Lecture Capturing as a Service

2022 - 2023

University of Western Ontario, London, Ontario

- Leveraged learning technologies such as UbiCast to help with organizational growth
- Simplified subject content to ensure standards for multimedia production were met\Produced 5,000 hours of multimedia educational content for Jamaica's secondary schools, consistently meeting quality standards
- Proactively identified and solved problems by researching emerging technologies and implementing innovative solutions
- Built strong relationships with diverse teams, vendors and contractors to make informed purchasing recommendations

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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

2025 - Present

Vice President, Internal Affairs, MMJC Student  
Council

2022 - Present

Adjudicator  
University of Technology, Jamaica

2017 - Present

Advisory Council Representative for Television  
Department  
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 portfolio of over 200 projects equating to over CA\$360,000 annually
- Led and supported a team of four in researching and utilizing audio-visual content for customized multimedia productions
- Created clear workflow systems that established timelines and accountability measures
- Expanded team by 75 per cent through developing assessment tools and working with leadership on promotions, training and cross-platform development
- Strategically allocated equipment, staff and funds to meet clients' needs effectively
- Managed resources efficiently to ensure projects remained within budget
- Provided strategic insights through comprehensive reporting on projects and productions
- Stayed ahead of industry trends by researching emerging technologies for innovative solutions
- Collaborated with teams, vendors, and contractors to ensure smooth project execution
- Provided strategic leadership to foster professional growth within the production team
- Led production teams for international events, including major summits and conferences
- Developed impactful executive-level communications, contributing to Jamaica's successful International Maritime Organization bid in 2007
- 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