

TREVOR FRANCIS

PROFILE

- 8+ years television producer/director
- intl. award winning copy and creative
- hands-on leader with established record of high-end results
- a keen eye for detail and aesthetic

☑ WRITER

☑ PRODUCER

☑ DIRECTOR

☑ DESIGNER

1 416 627 5799
trevor.francis@me.com

EXPERIENCE

1 2010 - PRESENT FOUNDER/DIRECTOR, GLOSS CREATIVE

Gloss creative is a network of forward-thinking, passionately driven artists who share ideas and solutions under the creative direction of Trevor Francis.

Built company from the ground up, establishing a team of North America's best designer/animators, special effects artists, and DOPs.

Developed successful partnerships and provided creative for high profile clients such as PepsiCo., Corel, Tricon Television, Corus Entertainment, HGTV US, CityTV,

The Food Network, Contiki Tours, and Canwest/Shaw.

Gained media recognition for branding, design and production services provided for Love In Action 2010's charitable campaign.

Increased company revenue by over 100% year-over-year since inception.

- As the founder of Gloss Creative, Trevor is responsible for all aspects of Business Development including marketing and promotion, finance, and client acquisition.
- As Creative Director, Trevor's responsibilities include managing client relationships, designation and supervision of his team, and overseeing every aspect of the creative process from idea generation and conceptualization to production. Additional responsibilities include directing, script and copy writing, production management, art direction, and effects supervision.

TREVOR FRANCIS

PROFILE

- 8+ years television producer/director
- intl. award winning copy and creative
- hands-on leader with established record of high-end results
- a keen eye for detail and aesthetic

WRITER

PRODUCER

DIRECTOR

DESIGNER

1 416 627 5799
trevor.francis@me.com

EXPERIENCE [CONT'D]

2. 2002 - 2010 SENIOR PRODUCER/DIRECTOR, CTV CREATIVE AGENCY

CTV is Canada's premier multimedia company, with ownership of MuchMusic, ranked the nation's 2nd television network. During a career spanning 10 years, Trevor successfully worked his way from an internship role as a production assistant to the Creative Department's most senior Producer and Director.

Director of the 2009 MMVA show and category openings for MuchMusic.

Producer and Director of the most successful brand partnership campaign in Much's 26 year history.

Responsible for many of the network's branding and creative properties which have assisted Much in reaching their position as the nation's #1 youth and music television station.

- Major responsibilities include conception and execution of broadcast and print advertisements, the overseeing of every aspect of the creative process: Imagining, story, script, design, production, editing, sound design and branding, including acting as the lead liaison with clients on brand partnership campaigns. Working with extremely tight budgets and deadlines, Trevor consistently produced exceptional work, leading to special recognition and awards throughout his tenure in the Creative Department.
- Brand partnership clients included Trojan, Alesse, Philips, Rogers, Panasonic, Nokia, Motorola, Bell, Wrigley's, West49, Universal Studios, Alliance Atlantis, Universal Music, Sony BMG.

TREVOR FRANCIS

PROFILE

- 8+ years television producer/director
- intl. award winning copy and creative
- hands-on leader with established record of high-end results
- a keen eye for detail and aesthetic

WRITER

PRODUCER

DIRECTOR

DESIGNER

1 416 627 5799
trevor.francis@me.com

EXPERIENCE [CONT'D]

2002 - 2010
**2. SENIOR PRODUCER/DIRECTOR,
CTV CREATIVE AGENCY**

SELECTED AWARDS

- **2003 BDA Gold** | "Holiday Wrap" Campaign
- **2004 BDA Gold** | "Swear Guy" Digital Campaign
- **2005 BDA Gold** | "Black History Month" MuchMusic ID
- **2006 Promax Gold** | "Genre" MuchMusic ID Campaign
- **2007 Promax Gold** | "Grillz" MuchVibe Promo
- **2007 Promax Gold** | "MuchVibe" Show Package

TREVOR FRANCIS

PROFILE

- 8+ years television producer/director
- intl. award winning copy and creative
- hands-on leader with established record of high-end results
- a keen eye for detail and aesthetic

WRITER

PRODUCER

DIRECTOR

DESIGNER

1 416 627 5799
trevor.francis@me.com

EXPERIENCE [CONT'D]

3 1999 - 2002
**EDITOR,
MUCHMUSIC, MUCHMOREMUSIC**

Trevor began his career at MuchMusic on the same day as on-air personality George Strombolopolous. Together, they worked on on the network's longest running show [29 year airing], The New Music.

Mastery of both linear hardware and non-linear software editing suites.

Pioneered a style of editing that started as part of The New Music's look, which then became a standard with other internal programming.

Developed and launched the first bi-daily entertainment news show, The Loop, on MuchMoreMusic.

Graduated to conducting off-camera interviews, field reporting, and other on location assignments.

- Reporting directly to the Executive Producer, Trevor's primary responsibilities included digitizing, cutting, and mastering two 5-minute shows for air each day.
- Additional duties included regular contributions to the story telling of the show through the use of innovative editing techniques and custom effects.

TREVOR FRANCIS

PROFILE

- 8+ years television producer/director
- intl. award winning copy and creative
- hands-on leader with established record of high-end results
- a keen eye for detail and aesthetic

WRITER

PRODUCER

DIRECTOR

DESIGNER

1 416 627 5799
trevor.francis@me.com

VOLUNTEER

4. 2006 - PRESENT
**EXECUTIVE DIRECTOR,
LOVE IN ACTION**

Love In Action is an organization committed to assisting various charitable organizations through annual fundraising events.

- Since LIA's 2006 inception, Trevor's involvement includes producing the event to overseeing all aspects of marketing, event promotion and branding.

www.loveinaction2010.org

5. 2007 - PRESENT
**FOUNDER/DIRECTOR,
T.O. LOVE JAY**

A not for profit annual fundraiser in support of Lupus research [LRA] in the name of legendary producer James Yancey.

- Paying tribute to a personal idol, Trevor has organized this branded yearly event using a limited run of exclusive apparel and merchandise as well as a showcase of local DJs and musicians to raise funds and awareness for Lupus research.
- A spin off tribute album which Trevor collaborated on with DJ Agile received top honours at Toronto's Stylus Awards - winning the 2009 Mixtape of the Year Award.

TREVOR FRANCIS

PROFILE

- 8+ years television producer/director
- intl. award winning copy and creative
- hands-on leader with established record of high-end results
- a keen eye for detail and aesthetic

WRITER

PRODUCER

DIRECTOR

DESIGNER

1 416 627 5799
trevor.francis@me.com

EDUCATION

6. 2010 - PRESENT
LANDMARK FORUM
LANDMARK EDUCATION, TORONTO

A course in self discovery which teaches accountability and the fundamentals of effective and authentic communication with others. Participants experience breakthroughs in their power to create new possibilities each day.

- Completed the Landmark Forum
- Currently enrolled in The Excellence Seminar

7. 2010
LEADERSHIP PROGRAM
UNITED GLOBAL SHIFT

A workshop in leadership held by members of the UN in New York City which trains leaders from around the globe how to source the creativity of others and build synergies.

- Completed Phase One

TREVOR FRANCIS

PROFILE

- 8+ years television producer/director
- intl. award winning copy and creative
- hands-on leader with established record of high-end results
- a keen eye for detail and aesthetic

WRITER

PRODUCER

DIRECTOR

DESIGNER

1 416 627 5799
trevor.francis@me.com

EDUCATION [CONT'D]

8.

1997 - 2000

MEDIA ARTS PROGRAM
SHERIDAN COLLEGE, OAKVILLE

Sheridan College is renowned as North America's "Harvard of Media Arts", with scholarships and funding from companies like Disney and Sony, who select a handful of students each year.

- 1st Year Audio Major. Location recording and post production [Pro Tools, MIDI]. Linear and Non-Linear editing [Premier, After Effects, AVID].
- 3rd Year Film and Digital Video Production Major. Direction of seven short black and white films. Learned the fundamentals of digital editing.

RELEVANT SOFTWARE

- MAC and PC proficient
- MS Office Suite
- Adobe Illustrator, Photoshop, AfterEffects
- Avid, Final Cut Pro
- HTML
- Logic Studio Pro

TREVOR FRANCIS

RELEVANT WORK

- MUCHLOUD "IT'S..." PROMO CAMPAIGN - AUG 2002 | WRITER, DIRECTOR
- "THE BOTTLE" BLACK HISTORY MONTH ID / MUCHMUSIC - FEB 2003 | PRODUCER, EDITOR, ART DIRECTOR
- MUCHVIBE "LIVE N DIREK" ID CAMPAIGN - AUG 2003 | PRODUCER, DIRECTOR
- MUCH HOLIDAY WRAP "2MCS & 1DJ" PROMO SHOW ELEMENTS - DEC 2003 | WRITER, PRODUCER, DIRECTOR
- "LOVE N HATE" SHOW ELEMENTS PACKAGE / MUCHMUSIC - APR 2004 | PRODUCER, DIRECTOR
- "COLD CUTS" PROMO ELEMENTS PACKAGE / MUCHMUSIC - NOV 2004 | PRODUCER, DIRECTOR
- MUCH HOLIDAY WRAP "WINTERLAND RAP" PROMO SHOW ELEMENTS / MUCHMUSIC - DEC 2004 | WRITER, PRODUCER, DIRECTOR
- "IMAGINE" BLACK HISTORY MONTH ID / MUCHMUSIC - FEB 2005 | WRITER, PRODUCER, ART DIRECTOR
- MUCH VIDEO DANCE "TALK OF THE TOWN" CAMPAIGN - MAR 2005 | WRITER, DIRECTOR
- "BORN TO BE" SHOW ELEMENTS PACKAGE / MUCHMUSIC - JUL 2005 | PRODUCER, DIRECTOR
- NINTENDO GAMEBOY "BILLY TALENT" CONTEST / MUCHMUSIC - AUG 2005 | PRODUCER, DIRECTOR
- TROJAN MAGNUM "RIDER" CONTEST / MUCHMUSIC - AUG 2005 | PRODUCER, DIRECTOR
- MUCHVIBE "LIVE N DIREK 2" ID CAMPAIGN - SEP 2005 | PRODUCER, DIRECTOR
- MUCH HOLIDAY WRAP "DOORSTEP SURPRISE" PROMO SHOW ELEMENTS - DEC 2005 | WRITER, PRODUCER, ART DIRECTOR
- MUCHMUSIC ON-AIR ELEMENTS PACKAGE - FEB 2006 | PRODUCER, DIRECTOR
- MUCHVIBE SHOW ELEMENTS PACKAGE - JUN 2006 | PRODUCER, DIRECTOR
- "POP" ID / MUCHMUSIC - SEP 2006 | DIRECTOR
- "ROCK" ID / MUCHMUSIC - SEP 2006 | DIRECTOR
- "HIP-HOP" ID / MUCHMUSIC - SEP 2006 | DIRECTOR
- ALESSE "MUCH MOBILE MISSIONS" CONTEST CAMPAIGN - MAR 2007 | WRITER, DIRECTOR
- THE CHUNK "THE MOST SATISFYING PART OF YOUR DAY" / MUCHMUSIC - APR 2007 | WRITER, DIRECTOR
- ALESSE "MUCH MOBILE MISSIONS" CONTEST CAMPAIGN PHASE 2 - MAY 2007 | DIRECTOR
- ALESSE "MUCH MOBILE MISSIONS" CONTEST CAMPAIGN PHASE 3 - JUN 2007 | DIRECTOR
- ALESSE "MUCH MOBILE MISSIONS" CONTEST CAMPAIGN PHASE 4 - JUN 2007 | DIRECTOR
- MUCHVIBE "LIVE N DIREK" ID CAMPAIGN - AUG 2007 | PRODUCER, DIRECTOR
- LIFE BREAKS "THE PARTY" ID / MUCHMUSIC - SEP 2007 | DIRECTOR
- LIFE BREAKS "TEEN TALK" ID / MUCHMUSIC - SEP 2007 | DIRECTOR
- LIFE BREAKS "SNOOZE" ID / MUCHMUSIC - SEP 2007 | DIRECTOR
- LIFE BREAKS "SEXY TIME" ID / MUCHMUSIC - SEP 2007 | DIRECTOR
- MUCH HOLIDAY WRAP "TIS THE SEASON FOR CELEBRITY DRAMA" PROMO SHOW ELEMENTS - DEC 2007 | WRITER, PRODUCER, ART DIRECTOR

TREVOR FRANCIS

RELEVANT WORK [CONT'D]

- **THE CHUNK "IT'S HUUUGE" / MUCHMUSIC** - JAN 2008 | WRITER, DIRECTOR
- **"ROOTS" BLACK HISTORY MONTH ID / MUCHMUSIC** - FEB 2008 | PRODUCER, ART DIRECTOR
- **AYAH "PUSHA MAN" MUSIC VIDEO** - MAY 2008 | DIRECTOR
- **"ELECTRO DANCE RANGERS" AMERICA'S BEST DANCE CREW 2 CAMPAIGN / MUCHMUSIC** - JUN 2008 | WRITER, DIRECTOR
- **SOUND IN LIGHT "FREE YOUR MIND" MUSIC VIDEO** - FEB 2009 | DIRECTOR, DOP
- **MMVA 2009 TEASER CAMPAIGN / MUCHMUSIC** - MAR 2009 | WRITER, DIRECTOR
- **MMVA 2009 SHOW PROMO / MUCHMUSIC** - MAY 2009 | WRITER, DIRECTOR
- **MMVA 2009 SHOW AND CATEGORY OPENINGS / MUCHMUSIC** - JUN 2009 | WRITER, DIRECTOR
- **COREL STUDIO "REMEMBER WHEN" DIGITAL CAMPAIGN** - SEPT 2009 | DIRECTOR
- **THE NEXT STAR FINALE / YTV** - SEP 2009 | SHOW ELEMENTS PRODUCER, DIRECTOR
- **"JUSTIN BIEBER, LIVE@MUCH" PROMO / MUCHMUSIC** - NOV 2009 | DIRECTOR
- **"JUSTIN BIEBER, LIVE@MUCH" / MUCHMUSIC** - DEC 2009 | SHOW ELEMENTS PRODUCER
- **"100 BEST VIDEOS EVER" SHOW ELEMENTS PACKAGE / MUCHMUSIC** - DEC 2009 | PRODUCER, DIRECTOR, DOP
- **"MASS EXODUS 2010" FASHION SHOW DVD** - MAY 2010 | PRODUCER, DIRECTOR, ART DIRECTOR
- **"SPICE GODDESS" SHOW ELEMENTS PACKAGE / THE FOOD NETWORK** - JUN 2010 | PRODUCER, ART DIRECTOR
- **"MARRIAGE UNDER CONSTRUCTION SEASON 3" SHOW OPENING / HGTV** - JUL 2010 | PRODUCER, ART DIRECTOR
- **"SECRETS FROM A STYLIST HOUR SPECIAL" SHOW ELEMENTS PACKAGE / HGTV US** - AUG 2010 | PRODUCER, ART DIRECTOR
- **"COLOUR ME" DOCUMENTARY ELEMENTS PACKAGE & ANIMATIONS / RED PIANO PRODUCTIONS** - DEC 2010 | PRODUCER, ART DIRECTOR
- **"HOLLY JOLLY SPECIAL" SHOW ELEMENTS PACKAGE / YTV** - DEC 2010 | PRODUCER, ART DIRECTOR
- **CONTIKI "HAVE YOU DONE IT?" CAMPAIGN** - DEC/JAN 2010-11 | WRITER, DIRECTOR
- **"SECRETS FROM A STYLIST - SEASON 1" SHOW ELEMENTS PACKAGE / HGTV US** - JAN 2010 | PRODUCER, ART DIRECTOR

TREVOR
FRANCIS

1 416 627 5799

trevor.francis@me.com

112 George Street • Suite S418 • Toronto • Ontario • Canada • M5A 2M5