

REBECCA KORHONEN

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MULTIMEDIA PRODUCER | VIDEO & CONTENT SPECIALIST | DIGITAL MARKETING PROFESSIONAL

Multimedia producer and creative marketing professional with more than 20 years of experience in broadcast television, commercial production, digital content and visual storytelling. Experienced in taking projects from concept through production, post-production and delivery across video, photography, motion graphics, social media and digital marketing. Combines hands-on creative and technical production skills with marketing strategy, client communication and project coordination. Skilled at translating ideas and complex information into clear, engaging content for businesses, organizations and audiences.

CORE EXPERTISE

- Video Production & Editing
- Digital Marketing & Analytics
- Creative Project Coordination
- Adobe Premiere Pro
- After Effects & Motion Graphics
- Photography & Photo Editing
- Commercial & Promotional Content
- Social / Vertical Video
- Client & Stakeholder Relations
- Multi-Camera & Live Production
- Drone Videography
- Brand Storytelling & Copywriting
- Construction / Safety Content
- Graphic Design
- Training & Mentoring

PROFESSIONAL EXPERIENCE

Owner / Multimedia Content Producer

i2i Productions, London, ON | 2024–Present

- Produce commercial, corporate and digital content including promotional video, interviews, branded social content, photography and web assets.
- Manage projects from concept through filming, editing and final delivery, including client communication, timelines and creative direction.
- Create content optimized for websites, YouTube, Instagram Reels and vertical social platforms, with motion graphics, colour correction, sound design and multi-format delivery.
- Consult with businesses on messaging, audience needs and content strategy to support visibility, engagement and marketing goals.

Videographer / Photographer & Marketing Content Creator

Rustic Mama Retreats | 2021–Present, Seasonal

- Produce event photography, promotional video, highlight films, short-form social content and marketing assets for retreats and workshops.
- Create content for Facebook, Instagram, TikTok and YouTube and contribute to seasonal campaign planning, brand storytelling and digital marketing.
- Work independently in fast-moving event environments, capturing candid moments, interviews and activities and delivering polished content under tight timelines.
- Lead photography and mobile photography workshops, teaching composition, storytelling and practical content creation.

Television Producer / Editor

Rogers Sports & Media, London, ON | 2021–2024

- Produced and edited broadcast programming, community features, promotional content, interviews, livestreams and social media video.
- Coordinated live and recorded productions, including multi-camera broadcasts, production logistics, creative assets and delivery under tight deadlines.
- Collaborated with community organizations, internal teams and on-air talent while balancing creative, technical and stakeholder requirements.
- Mentored volunteers and co-op students in Adobe Premiere Pro, camera operation, production workflows and visual storytelling.

Video Producer – Construction, Safety & Onboarding Content

Quadrus Construction, London, ON | 2021–2022

- Produced safety, onboarding, recruitment and promotional video for construction environments from planning and filming through post-production.
- Filmed on active construction sites using required PPE and captured interviews, operations, technical processes and drone footage.
- Translated construction services, workplace procedures and safety information into clear visual content for employees, recruits and customers.

Commercial Creative Producer / Editor

CHAT TV – Jim Pattison Broadcast Group, Medicine Hat, AB | 2014–2020

- Wrote, filmed and edited hundreds of television and digital commercials for businesses across multiple industries.
- Worked directly with business owners, advertising representatives and sales teams to develop creative concepts aligned with marketing objectives and target audiences.
- Managed high-volume, fast-turnaround campaigns from concept through final delivery while maintaining broadcast-quality standards.
- Created motion graphics and animation, including 3D commercial work using Cinema 4D.

ADDITIONAL PRODUCTION & COMMUNITY EXPERIENCE

- Freelance production work includes business, tourism, event, instructional and community storytelling projects.
- Livestream / media production support for Salvation Army London Citadel.
- Photography and Tai Chi instruction for Rustic Mama Retreats.

TECHNICAL TOOLKIT

Video & Motion: Adobe Premiere Pro, After Effects, Adobe Animate, Cinema 4D, DaVinci Resolve, Final Cut Pro, CapCut

Design & Photography: Photoshop, Illustrator, InDesign, Lightroom, Canva, photography, colour correction/grading

Production & Live: Professional cameras, lighting and audio, multi-camera production, vMix, OBS, Dejero, Zoom/Teams, drone capture

Digital Marketing: GA4, Looker Studio, Semrush, Screaming Frog, Hootsuite, Meta Business Suite, Mailchimp, WordPress, Squarespace, Elementor

EDUCATION & CERTIFICATIONS

Business & Digital Marketing Specialist Diploma | triOS College, London, ON — Award of Distinction

Audio Visual Technician Diploma | Fanshawe College, London, ON

Transport Canada Basic Drone Pilot Certificate | Issued April 2026

Google Analytics Certification | 2026

Google Ads Search & Display Certifications | 2025–2026