

ROBERT LENDRUM

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robertlendrum.com

PROFILE

Seven years experience developing brand identity and multi-platform campaigns at Rogers Sports and Media / Sportsnet – including NHL.

Six years experience designing graphics for news programs at CBC and over two years designing for Sportsnet.

Master's level education in media arts and documentary.

EDUCATION

2009 **MFA Documentary Media**, Ryerson University, Toronto, ON
2006 **MA Media Studies**, Concordia University, Montreal, QC
2002 **BFA with area of concentration in English**, University of Western Ontario, London, ON

EXPERIENCE

2014- **Producer, Rogers Sports and Media / Sportsnet - Toronto, ON.**
Produce engaging cross-platform, promotional campaigns and content for NHL, Toronto Blue Jays and Sportsnet's own brand motto United by Sport. Conceptualize brand identity, season long and special event campaigns; strategize message and roll out, write copy, direct shoots and talent, source visuals, direct editors, graphic designers and sound mixers. Major projects include launching 7 seasons of NHL on Sportsnet, Stanley Cup Playoffs, Predict the Playoffs/Predictor in-app contest, Sportsnet Brand Identity "United by Sport". Won industry awards including Promax Bronze for "Best use of an athlete" and a Telly for "All for the Cup" 6sec Youtube bumpers.

2012-14 **Graphic Designer, Rogers Sportsnet, Toronto ON.**
Design daily visuals for *Connected*, *Hockey Central*, *Blue Jay Central* and several other Sportsnet productions. Design over-the-shoulder graphics, monitors, full screen images, promo boards, bug promos, backpages in a high speed and high stress environment.

2007-14 **Graphic Designer, CBC Television, Toronto, ON.**
Design daily visuals for news programs including *The National*, *News Network*, *Newsworld*, *Sunday Night*, *Saturday Report*. Design over-the-shoulder graphics, monitor walls, full screen images, concept graphics, still and animated maps, charts, full-screen boards, phoner-boards, factoids in a high speed and high stress environment.

2004-7 **Videographer & Digital Media Producer, Concordia University - Communications Services, Montreal, QC.**
Directed and produced promotional and journalistic videos and photo campaigns for Concordia University including recruiting and department showcase videos. Created multi-platform campaigns to advertise technology services available to student body. Duties included directing small teams, video shooting, editing, interviewing, audio recording, CD/DVD design, graphic design (posters, web banners), archiving.

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GRANTS & AWARDS

- 2019** Bronze - Promax North America Awards - Best Use of an Athlete - "Home of Hockey - Multiplex"
- 2019** Silver - Telly Awards. Campaign-Promotional Online Commercials - NHL on SN "All for the Cup" 6sec bumpers
- 2018** Bronze - New York Festivals TV & Film Awards. Sound Design: Promotion/Open & IDs - Sportsnet "United by Sport"
- 2011** Ontario Arts Council Exhibition Assistance Grant
Ontario Arts Council Grant: Emerging Media Artist
Toronto Arts Council Grant for Media Artists: Level One (Emerging)
- 2010** A&E Short Filmmakers Award
- 2008** Henry's Centennial Scholarship Award
Ontario Graduate Scholarship
- 2007** Ontario Arts Council Grant: Emerging Media Artist
Ryerson University Graduate Scholarship
- 2005** Centre interuniversitaire des arts médiatiques Master's Thesis Grant

TECHNICAL SKILLS

Advanced knowledge of Adobe CC; Photoshop, Illustrator, Premiere.
Intermediate knowledge of AfterEffects.

PERSONAL

Big hockey fan. Good illustrator. Spent a lot of time in school studying art, media and documentary. Ran a tie and bow tie company with my wife. Used to make and exhibit video art where I had a Dutch lady impersonate me. Known to over-do it at karaoke even though I mostly cover hip hop songs. Comic and Star Trek nerd. Podcasting about horror/thriller movies as a fun pandemic project. Occasionally make youtube videos with Duplo or Lego to entertain my kids Fox and Fable.

REFERENCES

Marcus DiPede, Creative Director, Rogers Sports and Media Creative.
Toronto, ON.

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Hilding Gnanapragasm, Director of Broadcast Creative, Rogers Sports and Media Creative. Toronto, ON.

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