

Jesse Reynolds

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Profile

A dynamic and enthusiastic individual with extensive experience in marketing, brand management, entertainment, PR, and telecommunications.

- ❖ Over 10 years of media experience in roles as a Radio Announcer/ Co-Host, Business Owner, and Social Media Manager (among others). Strong background in: project & event management, public speaking, radio & TV, performance evaluation, strategic planning, stakeholder engagement, client service, partnership building, and change management.
- ❖ Demonstrated track record providing inclusive and hands-on leadership to diverse, high-performing teams. Proven ability to establish a positive rapport with clients, staff, superiors, and other professionals while working in fast-paced environments.
- ❖ Technically proficient in Microsoft Office Suite, Photoshop, iMovie, Windows Movie Maker, iMediaTouch, Adobe, Oracle, Remedy, SAP, OTS, and various radio equipment such as a Wheatstone broadcast board.
- ❖ Secret Level Clearance, Government of Canada.

Relevant Experience

Radio Announcer/ Co-Host, 104.3 Fresh Radio Morning Show | Corus Entertainment (Kingston, ON) 2022- 2024

- Sourced, prepared, and delivered engaging and energetic content for the on-air show, including researching current trends, writing original material, and creating program concepts such as prize giveaways and game activations. Regularly engaged with community stakeholders and represented the radio station while emceeing and speaking at city events.
- Performed extensive work with social media, including collaborating with the national team to procure and syndicate content across all radio stations in Canada. Led the research, writing, and performance of annual Pride Month video content to be broadcast nationally.
- Produced topical video content from concept to completion using various software, such as iMovie, TikTok, and Windows Movie Maker. Regularly utilized Adobe Audition audio editing software and iMediaTouch systems.
- Ensured strict compliance with Canadian Radio/ Television Broadcast Standards Council guidelines, as well as industry best practices in all broadcasts and communications.

Radio News Reader/ Writer, Global News | Corus Entertainment (Kingston, ON)

2024

- Provided adaptive support to researching, writing, and reading radio news for both 104.3 Fresh Radio and 96.3 Big FM. Developed technical competencies with news media software such as BurlI and QSeries.
- Regularly filled in on the Global News Morning Show as needed, preparing and delivering a celebrity entertainment segment on camera. Demonstrated exceptional time management and multitasking abilities while working under high-pressure deadlines and requirements.

Co-Founder/ Spokesperson | Queer Sphere Expo (Ottawa, ON)

2018- 2022

- Created and executed a strategic business plan for the only LGBTQ+ consumer show in Canada, leading targeted marketing strategies through social media, TV, and radio promotions. Designed engaging content for the Expo's social media platforms and website, and drafted and edited official press releases.
- Solicited and recruited high-profile sponsors and exhibitors to both participate in and fund the Expo, while monitoring funding levels, budgets, and expenditures to consistently sustain the event. Established and maintained positive working relationships with key partners and public stakeholders.
- Provided hands-on management while coordinating vendors, including preparing schedules, adhering to event regulations and policies, and responding to any inquiries or requests.

- Developed and enhanced the social media presence of multiple local companies and events, including the Canadian Tulip Festival, the Ottawa Wedding Show, Beavertails Ottawa, and Mermaid Pools. Provided advice and insight into long-term strategy planning and growth initiatives to drive business success.
- Travelled to and documented events in real-time, including interviewing clients or attendees and reporting on ongoing activities, consistently providing a confident and personable on-camera presence.
- Created and implemented innovative digital marketing campaigns, sourcing original and creative content for various platforms. Worked closely with senior managers and clients to develop best practices, design appealing graphics, and leverage analytics to boost engagement.

Customer Service Representative | Elections Canada (Ottawa, ON)

2019

- Provided frontline client service to members of the public while representing the Government of Canada. Received and responded to inquiries, verified elector information, and advised on voter eligibility.
- Maintained strict compliance with Elections Canada policies, procedures, and guidelines. Collaborated with team members to promptly identify and resolve issues to ensure full voting accessibility.

Radio Announcer/ Co-Host, Mornings on JUMP 106.9 | Corus Entertainment (Ottawa, ON)

2015- 2018

- Prepared and delivered high-energy and interesting material to 40,000+ listeners, successfully meeting and surpassing the rating goals established by the program director.
- Created the daily bench-mark segment, Spit It Out, which was subsequently picked up for additional shows on Corus stations. Continuously identified new opportunities to implement fun, engaging, and unique topics and programs into the show, while aligning with the station's brand and targets.
- Regularly worked with contemporary technology/ equipment, including VoxPro, iMediaTouch, and Burl.

Vice President | Garlic Garden Fine Foods (Ottawa, ON)

2014- 2017

Order Manager, Welcome Centre Agent | Alcatel-Lucent (Ottawa, ON)

2009- 2015

Additional Comedy, Acting, and Theatre Experience (Select)

- **Award-Winning Stand-Up Comedian**- Yuk Yuk's International (2015- Present)
- **Host/ Actor**- Quad Read Safety Videos, *World Exchange Plaza, Government of Canada* (2024)
- **Lead On-Air Host**- Jesse & Jenna's Messy Podcast, *Blast the Radio* (2018- 2021)
- **Medical Scenarios Theatre Actor**- Ottawa Exam Centre, *The University of Ottawa* (2021)
- **Theatre Actor**- The Boys in The Band, *Toto Too Theatre Company* (2019)
- **Emcee**- RBC Bluesfest Music Festival, *Corus Entertainment* (2015- 2018); Glowfair Festival, *Bank Street BIA* (2015- 2018); Capital Pride, *Capital Pride Ottawa* (2012, 2013)
- **Talk Show Host**- Zero to Jesse, *Social Pixels Productions* (2013)
- **Film and Television**- Jane Mysteries 4, *Hallmark Channel* (2024); Obsessed to Death, *Lifetime TV & Crave Canada* (2022); Heritage Minute, *Government of Canada* (2022); Canadian Tulip Festival, *Karma Creative Solutions* (2019- 2021); and March Networks Commercials, *Social Pixels Productions* (2012)

Education, Certifications, and Professional Development

- **Theatre Performance Diploma**- *Humber College* (2007)
- **Secondary School Diploma**- *Earl of March Secondary School* (2004)
- **Certification**- Class G Ontario Driver's Licence
- **Certification**- Smart Serve

Memberships, Community Engagement, and Awards

- **Adjudicator-** *Canadian Broadcast Standards Council*
- **Member-** *ACTRA (Alliance of Canadian Cinema, Television and Radio Artists)*
- **Committee Member-** *Patient and Family Advisory Committee, Bruyère Hospital*
- **Volunteer/ Donor-** *Canadian Federation of Humane Societies*
- **Award Recipient-** *CBC Ottawa Trailblazer 2020, CBC (2021)*
- **Award Recipient-** *Ottawa's Favourite Podcast- Jesse & Jenna's Messy Podcast, FACES Magazine (2020, 2021)*
- **Award Recipient-** *Ottawa's Favourite Comedian, FACES Magazine (2019, 2020)*