

# AMANDA LYNNE BALLARD

Arts & Business Admin, Entertainment Producer, Operations Specialist  
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Victoria/Toronto

## SUMMARY

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**Industry Leader** in special product production including Events, Installation, Digital, Custom Software and Large-scale integrated projects

**Skilled Navigation** in project management and Business affairs in Cultural & Government settings

**Advanced Learning** Masters of Law courses in IP, Copyright & Trademarks; Certificate in Entertainment Law

**Negotiation & Numbers Skills** with contracting Artists, Licensing, Rights management and managing budgets over 3M

**Technical Skills** in producing custom software, WebGL projects, applications and custom content management systems for a wide range of clients.

**Strategic** minded approaches to Product development, never-done-before projects, operations & meeting long term production goals.

## RELEVANT SKILLS

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### **BUSINESS OPERATIONS & PROJECT MANAGEMENT - June 2007 - Present**

- 15+ years in copyright-driven (arts, culture, advertising) project management, specializing in process development & special projects
- Running campaign budgets over 3M; managed budgets across multiple agencies/partners
- Skilled in cross-functional team project management, high level stakeholders: creative, production, government, public services
- Operations experience in resourcing, legal, production best practices, hiring, training and quarterly/yearly planning
- Vendor and Contract negotiation, talent and technical, for projects up to 3M
- Notable Clients: Destination Canada, Rodeo BLVD

### **TEAM LEADERSHIP - Jan 2010 - Present**

- \* 10+ years in hiring range of positions for FT, PT & contract workers
- \* 12+ years in managing large teams for events & special projects
- \* 10+ years in developing internal operations & processes for special project management
- \* Managing team success over varying types of projects, including mentoring younger producers in special project production

- \* Working with leadership to develop hiring strategies, attending networking sessions to support recruitment efforts
- \* Developing growth operations plans for department & organizational growth
- \* Working 1:1 with younger team members to develop personal development plans

### **MANAGING RIGHTS & LICENSES - June 2007 - Dec 2021 (Present)**

- 15 years experience in managing the rights for Advertising & PR clients in video, photography, digital applications & websites, radio environments and more
- Support legal teams in securing proper licenses for media usage; overseeing application of license terms in supporting documents such as Privacy Policies, End User Agreements, etc..
- Negotiations for talent, IP & contract right usage for range of IP on agreements up to \$500,000CAD
- Working with licenses & rights through: CARFACC, Entandem (SoCan), agents & others
- Writing operations processes for tracking usage & reducing operational risk
- License agreements to span global markets, with cross references to local rights usage
- Extensive learning in Indigenous Culture & Copyright protections
- Notable clients: Destination Canada, lululemon, TD Bank, Tiffany & Co

### **Digital Asset Management Systems - May 2018 - March 2020**

- Experienced in running social media accounts, building custom websites & innovative technology projects & installation-based experiences including Custom CMS, WebGL & Spatial Computing
- Managed the CMS rights usage, systems processes and digital policies of a Government content licensing & management system for 12 months
- Lead a team to build a complex CMS for a Global NFP client to manage a range of licensed content in a digitally complex (3D) environment
- Research & writing for IP & data usage in AI-driven environments
- Researched multiple Digital Asset Management systems for a range of clients, and oversaw project deliverables for a Government system change
- Notable clients: Destination Canada, lululemon, Rodeo BLVD, Array of Stars

## **EXPERIENCE HIGHLIGHTS**

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### **Rodeo BLVD**

*Lead Producer & Operations*

**March-Dec 2021**

- Advises & executes highly complex advertising & marketing campaigns in a variety of mediums, including but not limited to: digital, experiential & video
- Lead multiple project teams, in multiple time zones to deliver to-spec projects of various sizes
- Lead internal operations for the new office, integrating processes with the Montreal office
- Lead hiring of JR staff members, as well operational planning & departmental administration
- Worked with Legal teams to review contracts, agreements, licenses & copyright
- Worked with Client legal teams to improve & Advise on Privacy Policies, Data Collection & Terms of Service for digital projects
- Oversaw 2 main projects:
  - Tiffany & Co

- Produced 2 licensed ad spots for T&C using licensed audio & visual from the About Love campaign in Niagara Falls
- Secured a Government Building to host a 167' projection using pre-licensed assets
- Canadian Olympic Committee
  - Managed the creation of a digital app in 3D (WebGL) with a custom content management system designed to reach up to 5M global participants
  - Defined copyright processes to include social channels, athletes, sponsors and Brand

## **Destination Canada**

Producer, Owned Media & Operations Support

**April 2020 - March 2021**

- Managed the licence rights and copyrights of content and assets with all owned media projects to include video, photography, print, social media, sub-licensing, and more
- Researched & Reported on multiple areas of internal IP usage including but not limited to:
  - Public Art in Tourism based Content Capture
  - A 40-page IP strategy to better support & organize IP within the DC ecosystem
  - Indigenous & Cultural IP in Tourism
- Worked with Legal team to review DC trademarks, Copyright usage of Canadian emblems/symbols, and created processes and check points to reduce risk
- Created a usage report on using Unionized Actors when adjusting talent to local Canadian communities in
- Created, Documented and supported team process development in newly defined & localized owned tourism videos
- Oversaw the management of and transition of 2 Digital Asset Management tools, primarily focused on licensing & copyright
- Produced Canadian based video content for National audiences on YouTube
- Negotiated contract rates, license terms & usage terms

## **lululemon** *(3 separate contracts in 3 years)*

*Consultant, IP & Contracts Management*

**May-July 2021**

- Worked with Head of Production to review and consolidate the Contract suite for all production with a primary focus on copyright, IP and licensing
  - We focused on consolidating the language, the points of entry into the system & better tracking through their DAM
- Created a training document to train producers with best practices
- Created a system to better track long-term impacts across all vendors

*Producer, Talent Casting & Contracts*

**Sept - Oct 2019**

- Supported Head of Production & Casting director in consolidating information in the casting DAM
- Reviewed contracts, licensing agreements & general administration requirements for the dept
- Supported Casting Director by providing data entry and system management clean up
- Created check lists to better manage copyright to reduce risk and manage potential claims
- Negotiated model rates & licensing terms

*Producer, Brand & Marketing Operations Support*

**May 2018-Jan 2019**

- Project managed over 15 projects, including the marquee 20th Anniversary campaign creating and releasing Brand assets into various media: broadcast, digital, photography, animation, social, print
- Oversaw licensing of assets by key partners & offices to ensure consistent of brand was maintained throughout all released projects

- Worked with Legal teams to review, update and manage copyright
- Researched and supported the team through a DAM review to better review our owned assets and reduce legal risk
- Project lead the creation of the Affiliate Marketing collective, which sub-licenses the brand to Influencers in the social media space
- Negotiated talent contract rates and key artist partnerships
- Supported the legal team through IP claims when needed

### **Array of Stars**

**Sept 2019 - March 2020**

*Producer, Special Projects*

- Oversaw the development of two spatial computing installations for two varying clients
- Supported our legal team in developing licensing terms, privacy policies & terms of service for all participants and end user; one requiring the specialized review of AI data collection of minors
- Oversaw the digital application of client copyrighted assets in conjunction with stock photography and user generated assets in a single location
- Negotiated stock imagery prices for AI environments for both installations
- Managed a team of vendors, suppliers, internal & external clients & stakeholders
- Oversaw all financial needs & budgets

### **LandMarks 2017, A Heritage 150 Project**

**Jan 2017 - July 2017**

*Production Manager, Curatorial Support*

- Oversaw the production of over 100 unique Canadian installation pieces for National Parks display, created for Canada150
- Worked directly with Artists & Curators to achieve project directives & artistic goals that met budget, timelines & Parks installation requirements
- Worked primarily with Indigenous & BIPOC artists ensuring proper cultural representation was achieved through this body of work
- Worked directly with National Parks representatives for planning safe installation/dismantle procedures
- Lead team production processes for the creation of new works, installation & dismantle schedules; training and database management
- Supported cross-Canada and international curators for best practices in documentation & project administration
- Supported Heritage Grant requirements through continuous monitoring & administrative support
- Applied for and was awarded multiple Student Jobs Canada grants

### **Freelance Project Management & Consultant**

**June 2007 - Pres**

*Producer, Special Projects in Cultural Affairs, Entertainment & Media*

- 15 years of advertising, arts & cultural events and special projects
- Negotiation of licensing terms for a range of media including but not limited to: broadcast, digital, live event, PR & media, audio, video & more
- Strong project management & project administration across multiple creative industries
- Project administration, business operations, budgeting & legal support are the key focal business skills demonstrated in these roles
- Ability to navigate Copyrighted & artistic licensed work through unique media deployment
- Research, negotiation of usage rights for & fillings for copyright protected work(s) through CARFACC, Entandem, through agents & other bodies
- For a list of projects that fall under this scope of work, please see "Freelance Contracts"

## EDUCATION

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2020-22	LL.M., Intellectual Property Law Osgoode Hall, York University
2018	Certificate in Entertainment Law Osgoode Hall, York University
2007	Post Graduate Diploma: Sport & Event Marketing George Brown College
2004-2006	BA: English and Drama University of Guelph
2002-2004	BA: Theatre Specialization University of Victoria

## FREELANCE CONTRACTS

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### **Digital, Integrated Marketing & Content Production / Project Management (select)**

2022	Business Affairs & Special Projects Director	Relish Studios
2021	Lead Producer: Canadian Olympic Committee & Tiffany	Rodeo BLVD
2020	Producer, Owned Media & Marketing Operations Consultant Lead Producer, Dairy Farmers of Ontario Kinect Experience	Destination Canada anicca studios Array of Stars
2019-20	Lead Producer, Rogers 5G Video Wall	Array of Stars
2019	Casting & Talent Producer	lululemon
2018	PM / Producer, Seawheeze AR Experience Content PM / Producer (freelance, lululemon brand) Sr Producer, Shaw @ Car Free Day Head of Production & Ops (freelance, contract)	lululemon lululemon Rethink Communications VAANDAL Creative
2017	Producer / Project Manager, Motion Capture	Electronic Arts
2016/7	Head of Production & Project Management	It's No Problem! Digital
2016	Sr. Integrated Project Manager (Multiple Projects, TD Bank) Executive Digital Producer & PM (Walmart, Sears)	Diamond Marketing St. Joseph Comms
2015	Sr. Content Producer & PM (Sobeys, Campbells) Floor Manager, HP Global Conference	Gravity Ltd. Hewlett Packard
2014-15	Integrated Producer / PM (Vitamin Water, Post Media, AXE)	Sid Lee
2014	Content Strategy & Producer (Emery Village BIA, WBHI)	anicca studios
2013	Sr. Project Manager / Producer (Ford: Lincoln, F-Series, EV) Social Content Creative & Producer (smartCar)	Sonic Boom Immersion Media
2012-3	Producer / Festival Manager (Social Media Week Toronto)	entrinsic partners Inc.
2012	Project Manager & Producer (3M, Manchu Wok, Wal-Mart)	TraffikGroup
2011	Business Manager / Producer (Post Foods, Drive Products)	Birthplace Inc.
2009-10	Producer & Social Strategist (Energizer, CAPCOM)	Simon Pure Marketing
2009	Social Content Creative & Producer	Toronto Fringe Festival
2008	Experiential Manager, Fuji Film: Street Campaign	Agent WildFire

**Producer / Event Management for Live Entertainment & Culture (select)**

2019	Project Supervisor, MLB Little League Classic Site Manager. CCMA's Fan Village Program Director. CBC Playlist Live @ JUNOs 2019	Major League of Baseball Cdn. Country Music Awards ENT! Marketing
2018	Producer, North American Music Experience Operations Manager, Bacio Rosso Spielgeltent	lululemon Bacio Rosso
2017	Production Supervisor, NHL Centennial Classic: Ottawa Production Manager, Landmarks2017	BaAM Productions Partners in Art
2016/7 Classic	Production Supervisor BaAM Productions	NHL Centennial & Heritage
2016	Site Decor, City of Surrey Tree Lighting Production Supervisor, NHL Heritage Classic: Winnipeg Production Supervisor, NHL World Cup of Hockey Village Stage/Talent Producer	Donnelly & Associates BaAM Productions BaAM Productions TD Union Station Block
Party 2015	Diamond Integrated Marketing Logistics Lead, Cavalcade of Lights Logistics Supervisor, ScotiaBank Nuit Blanche Asst. Site Manager, Nathan Philips' PANAMANIA Site Manager, BuskerFest Toronto Stage Manager, Sharing Dance! Day	City of Toronto City of Toronto City of Toronto Epilepsy Toronto National Ballet School
2014	Regional Supervisor, Nuit Blanche: Zone D Operations Dispatch, TED Talks Stage & Site Manager, BuskerFest Toronto Floor Manager, World Pride Opening Ceremonies Site Logistics Manager, World Pride: Yonge/ Dundas Stage Manager, Yonge/Dundas Square Community Show	City of Toronto Procreation Design Works Epilepsy Toronto Pride Toronto Pride Toronto National Ballet School
2013	Festival Producer, THRIVE Festival Stage Manager, Vancouver Pride Event Director / SM , UBC: Frosh/Orientation Ceremony	BC Living Arts Vancouver Pride Society University of BC
2012	Producer, Social Media Conference Social Content Producer / Community Manager Production Manager, Pride Toronto	Jugnoo Inc. Art Gallery of Ontario Pride Toronto
2011	Producer, Sail-In Cinema Regional Supervisor, Nuit Blanche Ceremony Event Director Int'l Confederation of Principals	Toronto Port Authority City of Toronto Ont. Principal's Council
2010	Stage Manager, Nuit Blanche: 2010	City of Toronto
2009	Production Manager, Music Concert Programming	Miles Nadal JCC
2008	Festival Director, WriteNOW Festival of New Works Producer, Havin' A Fair Fundraiser	pivotal(arts) theatre pivotal(arts) theatre
2007	Artist Liaison, Edmonton Fringe Festival Artistic Producer, WriteNOW! Festival of New Works Asst. Producer, Whale Music (Tarragon Theatre)	Fringe Theatre Adventures pivotal(arts) theatre Seventh Stage Productions