

KEVIN O'KEEFE

CONTACT

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CORE COMPETENCIES

Strategic Communications

Digital Marketing

Social Media

Investigative Journalism

LGBT and Multicultural Expertise

Coaching and Mentoring

Project Management

Impact Reports

Global Experience

EDUCATION AND PROFESSIONAL DEVELOPMENT

Toronto Metropolitan University
Bachelor of Applied Arts, Radio and Television

University of King's College
Bachelor of Arts, Psychology

Second City Training Centre
Improvisation Program

Japanese Canadian Cultural Centre
Japanese language course

PROFILE

A passionate media and communications professional with 25 years' experience utilizing effective strategies to drive compelling and impactful stories and messaging. Proven expertise in creating award-winning current affairs programs, documentary television, and digital media on a variety of topics including healthcare, human rights, and politics. Established track record in writing, reporting, producing, coaching and management with a reputation for excellence.

HIGHLIGHTS OF QUALIFICATIONS

Strategic Communications and Research

- Conducted interviews with key stakeholders to gather information and create compelling stories.
- Through research and data analysis, identified key insights to help shape strategic communications and community engagement.
- Conducted in-depth research on articles, studies, and reports, synthesizing complex information into compelling and impactful stories.

Impact Reports

- Crafted key communication documents that drove significant engagement and brand awareness.
- Effectively crafted targeted messaging to position the organization as an industry thought leader, enhancing credibility and trust, and securing project funding.

Coaching

- Provided coaching and media training, one-on-one meetings, and workshops to senior leaders in global organizations to improve their presentation skills and on-air presence.
- Promoted a culture of inclusivity, teamwork, and diversity, enhancing collaboration and innovation within the team.

Digital Marketing

- Led digital marketing campaigns on multiple social media platforms to maximize user engagement and experience and increase website traffic.
- Participated in workshops to gain knowledge of cutting-edge industry trends.
- Leveraged data insights to optimize strategies to increase visibility across various targeted platforms.

Crisis Management

- Led complex issues and evolving stories with precision in a high-pressure environment.
- Coordinated with key stakeholders to address and mitigate potential crises, ensuring timely and transparent communication.
- Leveraged various communication channels to disseminate accurate information and manage public perception during crises.

CAREER HISTORY

CANADIAN INSTITUTE FOR HEALTH INFORMATION

2024 – Current

Media Production Specialist

Produce podcasts in both English and French that help explain health data and its impact on the lives of everyday Canadians. Also produce and host CIHI's webinar series, Beyond the Numbers, that explores the big health challenges currently facing Canada's healthcare systems and how good data holds the key to finding solutions.

CTV NEWS – W5

2018 – 2024

Producer/Reporter

Created innovative ideas, synthesized research, interviewed key stakeholders, wrote scripts, and reported on current events for the longest-running weekly investigative news program in North America, and the second longest-running in the world. Also worked with the Legal Department to ensure all content remained bulletproof on contentious and legally complex stories.

YAP FILMS

2018 – 2019

Executive Producer

Designed show concepts and secured all financing for a documentary and digital media series that aired globally on television and online in key English-speaking markets. Devised innovative ways to maximize all sources of money that led the company to secure funding from sources previously unavailable.

PINK TRIANGLE PRESS

2015 – 2017

Supervising Digital Media Producer

Managed multiple digital marketing and documentary projects for this groundbreaking LGBT company. Secured all financing and hired all staff for an international documentary series shot in multiple languages and countries. Also produced video content streamed on multiple social media platforms, maximizing views by researching the most effective ways to target key demographics and users.

STORNOWAY COMMUNICATIONS

2008 – 2015

Senior Producer/Reporter

Led the Production Department and was responsible for daily and weekly television programs that aired in Canada and steamed globally. Trained staff in on-air presentation skills and secured millions of dollars in financing from multiple media organizations. Also created a groundbreaking interactive political program that gave the Canadian public unprecedented access to the government.

ITHENTIC CANADA

2007 – 2008

Digital Media Producer

Worked with Oscar-nominated filmmakers to create a once-in-a-lifetime opportunity for users to be inspired by and upload their own films to an interactive website. Managed the budget, negotiated contracts, and oversaw all aspects of the creation of the project.

S-VOX/VISION TV

1992 – 2007

Senior Producer/Reporter

Managed daily and weekly television programming on the world's only multi-faith television network. Created unparalleled content that exposed the rewards and challenges of different cultures and religions living together. Also collaborated with senior executives to ensure all content met the journalistic standards and practices of the network.

CAREER HIGHLIGHTS

- Producer of the Radio Television Digital News Association (RTDNA) award-winning program about Medical Assistance in Dying, documenting the most intimate of journeys with rare and poignant access to one man's last breath.
- Producer of the Canadian Association of Journalism award-winning, documentary on serial killer Bruce McArthur's first victim who managed to escape and live to tell his exclusive story.
- Producer of the Rockie Award-nominated documentary and digital media series that was shot in three languages and four countries, Canada, U.S., Haiti, and New Zealand.

- Senior Producer of a Canadian Screen nominated online and television series, documenting the lives of transgender Canadians.
- Senior Producer and host of the Canadian Screen nominated weekly social media show about politics in Canada.
- Senior Producer of a Rockie Award-nominated documentary that chronicled the life and death struggle of half a million people in Canada without government health insurance.
- Won a prestigious James Beard Award in the Best Television Documentary category for a story of an Ontario dairy farmer.
- Awarded Best Documentary at the Religion Communicators Council of America and nominated for a Canadian Association of Journalism Award for Evangelical Tourism, an hour-long documentary investigating missionaries in Honduras. Succeeded in exposing enormous waste in international development projects by asking tough questions of Canadians and local Hondurans previously avoided by mainstream media.
- Nominated for a Canadian Association of Journalism Award for highly controversial documentaries on the sexual abuse of women by Roman Catholic clergy and Canada's first openly gay Roman Catholic priest.
- Partnered with the Sri Lankan broadcaster YATV to produce a series of documentaries on social justice issues in Asia during a civil war.

AWARDS AND HONOURS

- **Radio Television Digital News Association**, Best News Information Program, 2023
- **Canadian Association of Journalists**, Scoop Category Winner, 2020
- **Canadian Screen Award**, Best News Information Nomination, 2020
- **Rockie Award**, Web Series Non-Fiction Nomination, 2019
- **TO WebFest**, Best LGBT Series Winner, 2015
- **Canadian Screen Award**, Non-Fiction Digital Media Nomination, 2015
- **W3 Award – Silver**, Best Public Service Videos, 2014
- **Rockie Award**, Web Series Non-Fiction Nomination, 2014
- **Canadian Screen Award**, Best Cross-Platform Nomination, 2013
- **James Beard Foundation**, Best Television Documentary, 2011
- **Canadian Association of Journalists**, Investigative Journalism Nomination, 2007
- **Religion Communicators Council**, Best Television Documentary, 2007
- **Chicago International Television Awards**, Silver Plaque 2007
- **Gemini Awards**, News Information Series Nomination, 2006
- **Canadian Association of Journalists**, Investigative Journalism Nomination, 2006
- **Canadian Association of Broadcasters**, Gold Ribbon Nominee, 2006
- **Columbus International Film Festival**, Honourable Mention, 2006
- **Planet Out Short Movie Awards** Best International Documentary 2000