



GEORGE KYRIAZIS

CREATIVE DIRECTOR AND
DIGITAL CONTENT PRODUCER



HELLO! NICE TO
MEET YOU!

I have over **15 years of experience** leading high-impact visual content across digital signage, broadcast TV, social media, and enterprise marketing campaigns. I specialize in taking projects from concept to completion—combining **creative vision with hands-on production expertise** and a forward-thinking approach to content innovation.

Staying at the forefront of creative thinking, I bridge the gap **between design, storytelling, and technology**. I've led multidisciplinary teams delivering award-nominated campaigns and large-scale rollouts for **major financial institutions across North America**. My work embraces the evolving landscape—where every campaign must live seamlessly across broadcast, digital, and social platforms—driving measurable impact and lasting audience engagement.



I've built lasting relationships with executives, clients, and peers alike—happy to connect you with any reference upon request.



EXPERIENCE

JULY 2014 - NOVEMBER 2025

Stingray Business (RAY.A:TSX) as *Lead Digital Content Producer*

- Oversaw creative and content production for Stingray's national and international digital network, from ideation to execution. Moderated client-facing calls often.
- Played a key role in retaining major enterprise accounts, maintaining a 4-0 record in high-stakes renewals and project delivery.
- Led cross-functional teams to develop high-impact visual content across in-store networks, financial institutions, and corporate campaigns.
- Served as both the ACE and FACE of the company's animation efforts—driving creative standards, establishing best practices, and mentoring creative staff.
- Directed full production pipelines, including naming conventions, server/content security, and deployment workflows—ensuring adherence to industry standards for animation, editing, branding, and design systems.
- Recognized for innovation and strategic creative leadership under pressure, consistently delivering multimillion-dollar campaigns with precision, creativity, and measurable results.

AUG 2010 - JULY 2014

Bell Media (formerly CTV Globe Media) as *Dome's New Media Specialist*

- Led motion graphics and web-based video production for high-profile national campaigns across Bell's broadcast platforms including Raptors Basketball, Toronto Blue Jays, Toronto Maple Leafs and more.
- Spearheaded HTML5 video streaming integration and optimization for clients.
- Created many animations and sequences for Toronto Raptors, Canada Sings S1+s2, Big Brother Canada, IIHF Awards, Toronto Blue Jays.
- Managed a "shotbox" and handled client footage that required post and motion GFX.

AUG 2007 - DEC 2009

Best Buy Canada as *Computer Department Lead*

- Provided high-level customer support across retail and service departments.
- Delivered accurate technical guidance and ensured strong customer satisfaction and frequently assisted the Geek Squad and supported in-store technology troubleshooting.



EDUCATION

SEPT 2007 - JULY 2010

Humber College Institute of Technology & Advanced Learning

Diploma - Broadcast Television & Videography Program (Digital Media / Animation)

School of Business, Humber College Institute of Technology & Advanced Learning

Graduate Certificate - Business Management (Marketing Focus)

High School Diploma (2007) • A+ Certified • Adobe Certified Expert After Effects



CAREER HIGHLIGHTS

2025 DSE Drizzle San Diego Nominee: Public Spaces Award
3D Concept Renders, Content, Animation & Mapping

Perfect 4-0 Record on Major RFP Bids
Created Decks, Moderated Presentations for big wins

4000+ Clips Produced and trafficked for multi-national campaigns
Idea, Storyboard, Production, Approvals, Traffic
Canada Sings
Opening Sequence Animator, Editor, Production

Toronto International Film Festival: Press Conferences
Event animation, web streaming "companion TV" Designer

MLSE Toronto Raptors
Multiple Opening Sequences and Arena Edits/Animator
Multi-Season Leafs/Raptors/Jays Graphics Operator
Broadcast, Production and live graphics

Big Brother Canada
Opening Sequence Animator and Post Production Editor



george@georgek.online