

LEENA MINIFIE

leena.minifie@gmail.com | 612-426-1692 | www.storiesfirst.ca | #224, 401- 1st Street South, MPLS, MN, 55401

TECHNICAL PROFICIENCIES

Software Knowledge

Microsoft Office/iWorks
Final Cut Pro / Video Production
Wordpress/Squarespace
Mailchimp
Webinars: GoTo/Adobe Connect/Google

Audio/Visual

Video & lighting
Audio recording & microphones

Remote Management

Slack & Trello
Asana & Google Docs

WORK EXPERIENCE

July 2017 - Present

Project Manager | Seiche Consulting | Minneapolis, MN

Working in communications and strategy for various foundations, non-profits and digital campaigns.

March 2014 – Jan 2017

Host, Producer, Coordinator | UBC Faculty of Medicine | Vancouver, BC

Social Media strategy creation & implementation. Increased web traffic and returning visitors by 400%. Producing Indigenous lead health sessions in an interactive format, prioritizing community knowledge in an equal balance with Western medicine perspectives.

Oct 2014 - Present

Editor, Indigenous Reporting Fund | Ricochet Media | Remote

Started the IRF as an independent section of online digital publication with long form news, video-reports and photojournalism essays. Oversee one Editor in French team, and edit a team of eight regular contributors work with the team.

Mar 2013 - Mar 2014

Executive Director | Sakewewak First Nations Artists' Collective | Regina, SK

Director of non-profit arts and cultural organization that serves Aboriginal membership base in Regina.

Created a new board, hired new staff, constructed the first gallery space after 10 yrs.

First person to take the collective through renewal with extensive history and policy review for last 10 years.

Successfully brought us out of deficit within 8 months of starting.

Took membership from 4 to 70 within 6 months of outreach.

Oct 2005 - Oct 2012

Project Manager, Community Consultant | Coppermoon Communications | Vancouver BC

Coordinating and producing a variety of projects for a multi-media and communications company that produces online projects for Aboriginal clients.

July 2012 - Sept 2012

Production Coordinator | IAIA 50th Anniversary | Santa Fe, NM

Coordinating fundraising department, installation, documentation, staff, volunteers, art donations.

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Successfully raised over \$250,000, the highest amount ever in history of the gala and auction event.

Aug 2011- Nov 2011

Freelance Writer and Content Producer | RPM.fm | Online

Interviewer, videographer, editor and writer for articles on daily blog.

First producer to incorporate video for our blog resulting in doubling of our subscribers

June 2010 – July 2011

Public Relations | Historic Santa Fe Foundation | Santa Fe, NM

Producing audio, video, print and web on architectural preservation and history of architecture in Santa Fe, NM

Responsible for developing and execution of strategic social media and digital initiatives

Lead successful online crowd sourcing fundraising campaign (Indiegogo)

Creating monthly video content for YouTube/Vimeo on all restoration projects

PRODUCTION / VIDEO EXPERIENCE

Sept 2010 - Oct 2010

Producer | The Heist | Vancouver, BC

The Heist, 5 min, HD, dance film, in association with The House of La Douche

Nominee for Golden Sheaf at Yorkton Film Festival 2011, MixNYC 28th Queer Experimental Film Festival

May 2009 - Oct 2009

Producer | ?E?anx (The Cave) | Vancouver, BC

?E?anx (The Cave), 12 min, HD, short sci-fi, in association with Rugged Media Productions

Sundance 2011, Official Selection, Berlinale 2010, SWAIA Class X 2012,

May 2009 - Oct 2009

Production Manager | The MIX III Productions | Vancouver, BC

Coordinating crew for travel booking interviews, and arranging shoots for live Indigenous music from around the world.

Mar 2008 - June 2008

Producer's Assistant | Screen Siren Pictures Inc. | Vancouver, BC

Mentoree working under the producer for CFTPA's and Telefilm's National Producing

June 2007-Dec 2007

Producer's Assistant | Nehiyawetan | Vancouver, BC

Nehiyawetan – six episode children's Aboriginal language series for APTN

Oct 2006 – Oct 2007

Journalist/Correspondent | APTN National News | Vancouver, BC

Produced news stories for Primetime National News for APTN

Nov 2003 - Jan 2005

Public Relations/Producer | IMAGENation Aboriginal Film & Video Festival | Van., BC

Publicity, promotions, advertising and media relations. Recruited sponsors, co-sponsors and partner for the festival. Also Responsible for community outreach for festival

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Dec 2003 – Dec 2007

Outreach Coordinator/Board Member | Redwire Native Youth Media Society |
Vancouver, BC

Implemented policies & procedures, hiring staff and organizing volunteers. Coordinated submissions, community outreach and distribution. Wrote articles and music reviews for magazine

RADIO EXPERIENCE

Jan 2005 - Sept 2006

Associate Producer | CBC Radio 1 | Prince Rupert, BC

Researcher, writer, interviewer, field recording, editing, mixing, journalism and features

Sept 2001 - 2004

Radio 3 Live Concerts | CBC Radio 3 | Vancouver, BC

Videographer for livestreamed concerts hosted by mobile unit

PUBLICATIONS

2014

Figuring the Plural | Chicago Institute of Art

The book is based on comprehensive research of artist run centers and celebrates the work of minority sector of the arts community. Wrote on Indigenous New Media and Film across North America as well as consulting for rest of book around Native run artist centers

2014

Life as Motion, Motion as Life | Oklahoma University Press

(Chapter) Life as Motion, Motion as Life: Expressions in Filmmaking, Dance, and New Media is on experimental Native Film and New Media. The book is titled, Art in Motion by Denver Art Museum, Ed. John Lukavic.

2013

Idle No More and Organic Trending | Green Memes

Web-book Creative Commons, (chapter) Idle No More and Organic Trending, The Most Amazing Online Organizing Guide Ever, Green Memes, Ed. Solomon Joe & Kelley Megan.

LECTURES

2014

Media Democracy Day 2014 | Vancouver Public Library | Vancouver, BC

Changing the Channel: News, Independent Media and Campaign 2015

2013

Media Democracy Day 2013 | Vancouver Public Library | Vancouver, BC

The portrayal of Idle No More in the mainstream Media.

2013

Opening Plenary, 2013 Web of Change Conference | Austin, TX

2012

Art As Motion, Motion As Life | Denver Art Museum | Denver, CO

EDUCATION

2009 – 2012

BFA (New Media) | Institute of American Indian Arts | Santa Fe, NM

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2009 – 2012

BA (Indigenous Liberal Studies) | Institute of American Indian Arts | Santa Fe, NM

2001 - 2002

Advanced Motion Picture Program (Producing) | Capilano University | N. Vancouver, BC