Jith Paul

Communications & Digital Strategy Professional | Technical Product Manager
Digital Strategy & Analytics Advisor | Post-Production & Digital Media Coordinator

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PROFESSIONAL SUMMARY

Communications & Digital Strategy Professional / Technical Product Manager / IT Delivery Lead with over 20 years of experience leading digital transformation, systems architecture, and cross-functional teams. Proven track record delivering cloud re-platforming, content management, and data-driven digital solutions. Combines deep engineering expertise with communications, digital strategy, analytics, and creative leadership to translate complex requirements into effective business outcomes.

TECHNICAL & CORE COMPETENCIES

- *Communications & Digital Strategy: Content Strategy | Social Media | Web Publishing | Audience Engagement | SEO | Structured Data*
- *Media & Creative Production: Video Post-Production | Live Streaming | Digital Asset Management | Adobe Creative Suite | Storytelling & Editorial*
- *Product & Project Management: Technical Product Management | Project Lifecycle Management | Agile (Scrum) | Cross-Functional Leadership | Vendor Governance | Business Analysis | Workflow Design*
- *Data & Analytics: Data Analysis | Business Intelligence | Google Analytics | SQL | Reporting & Dashboards | Data Optimization*
- *Systems & Technology: Systems Design | Architecture | AWS Cloud | CMS (CrafterCMS, WordPress) | Enterprise Software Frameworks*

WORK HISTORY

Creative Communication Specialist | 2026 – present

Assembly of First Nations (AFN) – Ottawa, ON

- Develops and edits written, visual, and multimedia content for campaigns, digital channels, presentations, social media, and print.
- Collaborates with leadership and program teams to shape organizational stories and translate complex information into engaging content.
- Supports strategic communications through campaign planning, brand consistency, stakeholder engagement, and content performance analysis.

Team Lead – Digital Development | 2014 – 2026

Cable Public Affairs Channel (CPAC) – Ottawa, ON

- Directed an enterprise-scale digital transformation and product strategy, re-platforming legacy broadcasting systems to a scalable, cloud-native architecture using AWS and CrafterCMS.
- Managed the full product lifecycle, from gathering functional requirements, business analysis, and workflow design through vendor evaluation, implementation, and agile delivery.
- Partnered with editorial, television production, IT, and an international engineering team to deliver a modern platform supporting 60,000+ hours of video-on-demand (VOD) and multiple simultaneous live streams.
- Led the migration of more than 600 legacy broadcast assets, designing structured digital workflows that improved public access to historical content and preserved valuable media archives.
- Improved digital publishing workflows and content discoverability by using Google Analytics, SQL, SEO, and performance data to guide ongoing enhancements.

Managing Director & Technical Co-Founder | 2015 – 2024

Ottawa Canadian Film Festival (OCan) / film613 – Ottawa, ON

- Grew a grassroots community initiative into a federally incorporated non-profit, registered charity, and Canadian Screen Award-qualifying organization by providing strategic leadership, operational planning, and resource management.
- Served as Technical Product Manager for all public-facing digital platforms, overseeing custom web development, WordPress CMS administration, and SEO improvements through structured data and schema markup.
- Brought together cross-functional teams of volunteers, technical specialists, and jury members to plan and deliver complex live and digital screening events on schedule.

Creative Director & Executive Producer | 2010 – 2017

Treepot Media – Ottawa, ON

- Managed the full production lifecycle for award-winning short films, including *A Clean Slate* and *Algebra*, leading cross-functional creative teams, overseeing budgets, and producing projects recognized by festivals and CBC's Short Film Face Off.
- Founded and grew digital media initiatives, launching Treepot.tv and the Treepot Film Festival to create curated screening platforms and digital distribution opportunities for independent filmmakers.
- Built strong client relationships and delivered creative media projects for broadcast, government, and non-profit organizations, including CBC Ottawa, Natural Resources Canada, the Nobel Women's Initiative, and leading production companies.

Systems Consultant & Software Engineer | 1996 – 2008

CGI Inc. / American Management Systems (AMS) Inc. – Ottawa, ON / U.S. Markets

- Consulted on enterprise software design and system architecture for government and commercial clients across North America, leading discovery, requirements analysis, solution design, and implementation.
- Designed scalable n-tier web frameworks and distributed J2EE applications using object-oriented analysis to support enterprise procurement, workflow automation, and document management.
- Bridged the gap between business and technical teams by translating complex business requirements into detailed technical specifications that guided successful solution delivery.

EDUCATION

- BASc (Honours), Electrical Engineering | University of Waterloo
- Google Data Analytics Professional Certificate | Coursera
- Diploma in Television Broadcasting (Honours) | Algonquin College