

Deborah Chantson

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Selected Experience

Freelance Writer/Producer – television, interactive digital media, games 2007 - present

New York | Los Angeles | San Francisco | Montreal | Toronto

- Background in writing, narrative design, and creative concept development for games and digital media – specializing in formulating multiplatform content strategies for television (e.g. television episodes, online-only videos, website, games, mobile apps – particularly children’s)
- Original 30-minute dramedy series *Between 30 and 60* optioned by Righteous Pictures
- Original preschool series *Mary Canary and Family* was optioned twice
- Roles in numerous productions spanning from children’s television to adult comedy to documentary in television development and production as writer, director, associate producer, researcher, script coordinator, coordinator, development executive, transcriptionist, writers/production assistant
- Clients have included Sticky Brain Studios, DHX WildBrain, Phantom Compass, Tobo, Apartment 11 Productions, Minority Media, Rezolution Pictures, marbledmedia, Corus Entertainment, eOne Entertainment and Inner City Films
- US Green Card / Canadian Citizen

Community Manager 2014 - present

Vector Unit | San Rafael, California

- Responsible for handling tens of thousands of technical support tickets; fan liaison; contests, social media feeds, website, blog content
- Growing Facebook audience from 143K followers to 369K; Twitter audience from 33K to 86.9K
- Managing campaigns and small-scale press relations for *Beach Buggy Racing 2: Island Adventure + Hot Wheels™ Booster Pack* DLC (Steam PC, Xbox, PlayStation, Switch), *Beach Buggy Racing 2* (41 million+ mobile user accounts); mobile and console launches for *Riptide GP: Renegade*, *Beach Buggy Racing* and *Riptide GP2*
- Coordinating social media campaigns and press relations for game launches and cross-promotions for brands such as Tesla and Hot Wheels/Mattel
- Additional game writing and copy editing as needed
- Attending trade shows as needed (e.g. PAX East)

Writer / Community Manager 2012 – 2013

Minority Media | Montreal, Canada

- Community Manager for August 14, 2012 release of *Papo & Yo* on the PlayStation Network®
- Responsible for social media content and growing audiences (Twitter, Facebook, Pinterest, YouTube), contests, live-tweeting speaking engagements
- Managed *Papo & Yo* trending worldwide on Twitter when cinematic launch trailer was released
- Unannounced titles: developed IP, wrote storylines, treatments, synopses, character descriptions, possible levels, narrative arcs and dialogue
- Credited as Special Development Contributor for *Loco Motors* (iOS), released March 20, 2014
- *Spirits of Spring* (in development as *Silent Enemy*): wrote narrative arc, treatments, character descriptions, dialogue, synopses
- Wrote blog posts for PlayStation Blog and Minority company site
- Co-wrote *Papo & Yo* postmortem as Game Developer Magazine cover feature January 2013
- Wrote all outward-facing materials including funding proposals, pitch packages, synopses, award applications, presentations, and festival/award entries; contributed significantly to two successful funding applications securing just under \$1,000,000
- Wrote front-page featured Gamasutra blog “What I Learned About Community Management for Indies While On the Job For *Papo & Yo*”

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Blogger

2011 to 2013

Kiwi Commons.com | Toronto, Canada

- Blogs covered a wide range of interactive digital media topics including app reviews for kids and parents, online safety, virtual worlds, social “techniquette”, facial recognition software, and resource sites; occasionally cross-posted on sites such as TheOnlineMom.com, Crimesense Magazine, VillageGamer.net and online newsletters

Producer / Writer / Voice | Dreampacker

2007 – 2011

Mary Canary Productions Inc. / Hungry Samurai Inc. / Bell Media | Toronto, Canada

- Stop-motion animated short produced with a \$20,000 grant from Bravo!FACT, available for view on Amazon Prime, YouTube, Vimeo
- Screened at several film festivals worldwide, including the 2013 Toronto International Film Festival (TIFF) Kids and the 2012 Canadian Film Centre Worldwide Short Film Festival (CFC WSFF), the largest short film festival in North America (at the time)
- Experience included preparing short film funding applications, sets and prop building/sculpting, painting, cost reporting, volunteer management, and catering

Associate Producer/Writer, Consulting Producer/Director

2009 - 2011

marblemedia | Toronto, Canada

- Worked on a variety of live-action, hybrid live-action/animated series for both online and broadcast television including *Skatoony.ca*, *Splatalot.com* (Canada-UK-Australia co-production), *Dating Guy*, *3 To Get Ready*, *What's In A Name*
- Wrote two broadcast television episodes of award-winning *Taste Buds*, live-action half hour kids culinary adventure series
- Booked 36 guests and locations for *Taste Buds*, seasons 2 and 3 as Researcher/Script Coordinator
- Researched and wrote over 700 facts for award-winning *TasteBudsTV.com* interactive episodes
- Produced and directed three-week shoot for live-action/animated interactive Deaf children's American Sign Language dictionary *ASLphabet.com*, covering 1300 signed definitions and example sentences; managed daily schedules; booked and handled camera gear, lighting and grip equipment; logged notes; liaised with Post-Production team
- Wrote trivia questions, additional video content, sketches, game content and text, creative content, game design documentation and functional specifications

Education and Training

Producer Intern (1 of 20 across Canada) | Toronto, Canada

CMPA (formerly CFTP) National Production Program

Postgraduate Diploma, Television Writing and Producing

Humber College Institute of Technology & Advanced Learning | Toronto, Canada

Honours Bachelor of Arts

University of Toronto | Toronto, Canada