

SHELLEY COHEN BROADCAST RESUME

VOICE ACTOR/PRODUCER/COACH/WRITER

Vocal Age Range: 35 – 65 years

C: (613) 447-7435

Ottawa, Ontario, Canada

E-mail: coach@vocaldynamo.com

Agency Representation: www.firststage.ca

Non-union



EXECUTIVE SKILLS SUMMARY

- ⇒ **Voice Actor / Producer / Writer** – Home studio with Rode NTG 5 microphone, FocusRite Scarlett 2i2 interface with a Windows 10 platform and Audacity Digital Audio Workstation;
- ⇒ On and off-camera for corporate /web explainer videos, e-learning, radio and TV commercials, and telephony;
- ⇒ **Former Traffic Commentator** – CBC Radio, Ottawa – 5 years and Radio Announcer - Private radio – 5 years;
- ⇒ **Write, edit, and proof communications:** Radio / TV commercials, Public Service Announcements (PSA), corporate video scripts, media releases, communications plans, courseware, marketing collateral, print advertising copy, proposals, reports, letters / e-mails, PowerPoint presentations, newsletters and articles etc.;
- ⇒ **Certified Instructor / Facilitator** – Langevin Learning Services; instructor and course designer for "Becoming a Voice Actor" course;
- ⇒ Excellent telephone and interpersonal communications skills;
- ⇒ Plan, coordinate and / or M.C. small or large-scale events such as courses, concerts, trade show booths, workshops, seminars, presentations, meetings, media events etc..

ACHIEVEMENT HIGHLIGHTS

- For COHM, telephony voice for Rogers Group of Companies (incl. Fido and Shaw), National Gallery of Canada, Canada Post, CIBC/President's Choice Financial, The Shopper's Choice channel, Ottawa Int'l Airport, plus many others for 20+ years;
- Online coach 2021/20 and writer / teacher "Becoming a Voice Actor" privately – Fall 2013 and 2014, spring 2014 and 2015, fall 2016 and 2017, fall and spring 2018, fall and spring 2019, spring 2020; "Becoming a Narrator" course - Algonquin College – Winter 2010/11; Fall 2011; Winter 2013.
- Wrote and delivered Narration Basics courses; coach individuals in vocal development and presentations;
- Wrote script for the Natural Resources Canada program "Geomapping for Energy & Minerals" recruitment video;
- Wrote English script and produced English and French radio Public Service Announcements for the "Aboriginal Treaties" Exhibition – Library and Archives Canada;
- Wrote and narrated 2 television commercials for a hi-tech training company; and one for a Halifax law firm; wrote corporate videos for the National Capital Commission, Canadian Tire and Royal Bank; E-learning Voice Actor - Progressive Muscle Relaxation & Stress Response - National Defence Continental Productions

EXECUTIVE SKILLS SUMMARY (cont'd)

- Narrated 2 ACTRA award-winning radio programs – "The Romance Novel" – CBC "Ideas" and "The Plague" – CHEZ-FM;
- Coordinated a 9-city media launch of a major research publication garnering 150 media exposures within 24 hours;
- Coordinated media exposure and made presentations on behalf of ACTION PARAMEDICS, which secured funding and petition names, assisting in successfully bringing Paramedics to Ottawa-Carleton;
- First female radio announcer in Castlegar, British Columbia, Canada

FREELANCE VOICE ACTING, WRITING, ON-CAMERA AND PRESENTATION WORK

2021 Radio Ads Voice Actor/Writer/Producer – Eng./French Ottawa Virtual African Festival 2021, Vocal Dynamo Productions

E-learning – Voice Actor – Retirement Home Registration Authority Compliance Assistance Module on Infection Prevention and Control, Bartmart Audio

Web Explainers - Voice Actor - - Nine Election 2021 Voter Information Explainer Videos – Elections.ca - General Assembly Productions Centre (GAPC)

2020 E-learning - Voice Actor - Intimate Partner Violence course - Military Family Resource Centre - Continental Productions

Web Explainers - Voice Actor - Nine Election 2019 Voter Information Explainer Videos - Elections Canada Website - GAPC

TV Documentary Voice Actor - "Magdalena" – "Skindigenous - Columbia" – Aboriginal People's Television, Affinity Studios

E-learning Voice Actor - Progressive Muscle Relaxation & Stress Response - National Defence Continental Productions

E-learning Voice Actor – Retirement Homes Regulatory Authority, Behaviour Management Bartmart

Telephony - Producer/Voice Actor - Majestic Marble Concord, Ontario

2019 E-learning Voice Actor – Retirement Homes Regulatory Authority, Compliance Assistance Module on Emergency Planning, Bartmart

Radio PSAs Voice Actor / Producer Toronto and Ottawa African Music Festivals, Vocal Dynamo Prod.

Web Explainers - Voice Actor - 9 vignettes - Elections Canada 2019 Voter Information GAPC

Web Video - Voice Actor – What is the Canadian Technology Accelerator? Global Affairs Canada - R&D Creative - GAPC

Web Video - Voice Actor - Walking Tour - Canadian Museum of History

Web Video - Voice Actor - How to Expunge Your Record - Parole Board of Canada - R&D Creative - GAPC

2018 Video Voice Actor / Producer – Sivic Animation Video Voices.com Vocal Dynamo Productions

Web Explainer - Voice Actor - Elections Canada Voter Information Campaign (Test) GAPC.

Radio - Voice Actor - Ottawa African Festival 2018 Vocal Dynamo Productions

Voice Actor - Firefighter Evaluators - National Defence training video Vocal Dynamo Productions

Video - Voice Actor - OneGC - 3 videos - Treasury Board of Canada GAPC

2017 Workshop Creator/Facilitator – 'Your Voiceover Launch' Fat Dog Productions

Presenter – "Presenting...YOU! For IM Professionals" ARMA 2017 Conference Verney Event Management

E-learning Voice Actor - Integrated Management System (IMS) 2017 – Transport Canada, Fat Dog Prod.

Telephony Virtual Receptionist – Airex and Octacom BluArc Communications

Video On-Camera – Nurse – Physician-Patient Communication Course - Canadian Medical Protection Association

Recipient biographies announcer - Prime Minister's Awards for Teaching Excellence - 2017 & 2016

2016 **Animated Web Video** Voice Actor for Online Mail and Mobile App for Canada Revenue Agency (CRA) - Stick Mom on YouTube and the CRA website, Bartmart

2015 **Video** Voice Actor explaining customs declarations upon returning to Canada for Canada Border Services Agency, GAPC

Web Video Voice Actor– International Anti-Cartel Day - Competition Bureau - R&D Creative - Bartmart

2014 **Video** Producer – Military Personnel Management Capability Transformation (MPMCT) / Guardian Dept. of National Defence

Webinar - Voice Actor – Fall 2014 Webinar – MPMCT: Changing the Way we do Business National Defence

E-learning Voice Actor – Four 'callers' with varying accents – Service Canada Webvoicer Productions

Video Voice Actor – “Welcome to Canada” – Canada Border Services Agency – R&D Creative Bartmrt

2013 **Video** On-Camera – Senior Nurse – “Disruptive Behaviour” Canadian Medical Protection Association (CMPA)

Video Narrator – SAMSCA: Long MOA – Otsuka Canada Pharma. Inc. GAPC

E-learning Voice Actor – Animated training video – National Defence GAPC

Video Voice Actor / Avatar – Online Training - National Defence GAPC

2012 **Web Video** Narrator - How to...for cars Bartmart

Training Video -On-camera - Actor – “Head Nurse Elizabeth” – “The Dream Team” CMPA

Video Narrator – 2 educational videos – National Defence Continental Productions

2011 **Training Video** Narrator – Boeing, Eedo Knowledgeware Corp. COHM Technologies

Video Narrator – “Canada Mortgage and Housing Corporation’s 2011 Mortgage Consumer Survey” Bartmart

Avatar Online Learning Facilitation Training, Dept. of National Defense GAPC

Telephon Narrator - IVR System Canadian Wildlife Habitat

2010 **Video** Narrator – “Canada’s Creative Economy Capital” – Ottawa Centre for Research & Innovation G.A.P.C.

E-learning Narrator – “Welcome to BCD Online Tutorial” Dept. of Foreign Affairs and International Trade

Web Narrator – “Welcome to Canada” - Mexico and Czechoslovakia –Citizenship & Immigration Canada GAPC

2009 **Writer** – “Geomapping for Energy & Minerals: Partnering for Northern Prosperity” Web video Natural Resources Canada

Actor – On-camera – Canada Post safety training video Stonehaven Productions

Video Narrator – “CODE: Development through Education” GAPC

2008 • Wrote script and storyboard for the Natural Resources Canada program “Geomapping for Energy & Minerals” recruitment video;

TV PSA Narrator – Jumpstart Program The War Amps

2007 Wrote English script and produced English and French radio Public Service Announcements for the “Aboriginal Treaties: Spirit and Intent” Exhibition – Library and Archives Canada;

Radio Writer / Producer – “Spirit & Intent: Aboriginal Treaties” exhibition PSA Library and Archives Canada

Narrator – 2 PSA’s – Team Royal LePage Home & Garden Tour for Chrysalis House Sound Venture

2006 **Video** Actor – Off-Camera – Several personas – Training video – Canada Customs Image Tree Studios

2005-06 **Audio** Narrator – Cassettes for Blind – Tax Forms & Guides – Canada Revenue Agency Sound Venture

TV

Narrator – (2) Radio Commercials – Canada Mortgage & Housing
Acart Advertising

2004 **Video** Narrator – Training Video – National Bank of Canada Swat Films, Montreal

TV Narrator – 7 Commercials - Beechwood Cemeteries Christine Mercier Productions

Narrator Web demo – eAppraisal Healthcare Halogen Software

TV Narrator PSA - The War Amps “Jumpstart” program National War Amps

Actor – on-camera - “License to Grill” Knight Productions

Narrator – CD-ROM – Status of Women Canada Reel Impact Video

Narrator - PSA – Learning Disabilities Association of Canada Delta Media / G.A.P.C.

2003 **PSA** Narrator - PSA – Radio – The War Amps “Keytag” program – National War Amps of
Canada

Web Narrator – Web demos – “eAppraisal & eAppraisal Healthcare Software” Halogen
Software

TV Narrator – Commercial – “Canada Day in the Capital” – N.C.C. - CBOT Carleton Productions

2002 **CD-ROM** Voice Actor – Instructional CD for nurses - Soc. of Oby/Gyn. Of Canada Total Creation

Productions **Video** Voice Actor – Educational Video (30,000 copies) – The Senate of Canada Senate

Communications **TV** Voice Actor – PSA – Ringette – Canadian Ringette Association Reel Impact Video

2001 **TV** Voice Actor – PSAs – Perimenopause & Menopause - Soc. of Oby/Gyn. of Can.-1 Radio / 1 TV

Total Creation **Voice Actor** - Bali Furniture - 2 commercials – CJOH & CBC **TV** Reel Impact **Video** Voice

Actor - Two PSA’s – “Global Climate Change” – Volunteer Central Registry - 1 Radio/1 TV G.A. P.C. 1999

TV **Writer / Voice Actor** - 2 commercials - Delcom International CBC Television Productions **CD-ROMs**

Voice Actor - Crane Operator Instructions - Ontario Engineering Society G.A.P.C. **Voice Actor** - Agri-Can

Services - Agriculture Canada Archaemedia 1998 **TV** **Writer** – Commercial – Boyne, Clarke Lawfirm,

CBHT-TV – Halifax 1997 **TV** **Host** – Corporate video, on-camera – “Child Care Council of Ottawa-Carleton”

“ “ **Bull & Fish Productions** **Voice Actor** – Corporate video, off-camera – “Ottawa-Carleton Safety Council” “

“ “ **CORP. VIDEOS** **Voice Actor** – Training video, Dept. of Transport - CD Rom, Autoskill, Image Projection

Studios **Voice Actor** – Introduction to Canadian Exporters’ Awards Presentations MTR Productions &

G.A.P.C. 1995 – 96 **Voice Actor** – Audiocassette for the Blind Human Resources Development Canada, T-

Base **Writer / Narrator** – Corporate videos, off-camera - “All Events Party Planning” Reflections **Video**

“The Rideau Canal Skateway: Keep the Love Alive” – National Capital Commission (N.C.C.) & The Royal

Bank Group & “Canada Day Family Celebration Contest” – N.C.C. & Canadian Tire, Theresa Seguin

Productions (1995 & 1996 productions) **Actress** – Commercial – on-camera – MacArthur Renovations,

CBOT-TV. Narrated many commercials off-camera for CBOT from 1985 - 1995 1984 – 94 **Host** –

Introductory video – on-camera - “The Meridian Telephone System”, Bell Northern Research **Anchor** –

Video newsletter - on-camera - “NucleoNews”, Atomic Energy, R. Charbonneau Productions **Presenter** –

Industrial video - on-camera - “Policy of Recognition” – Treasury Board of Canada, Mainstreet

Productions **Voice Actor** – Off-camera - Introduction to “Rest and Relaxation”. Others include Eastern

Breeders, Department of Transport, Canada Parks, Health & Welfare Canada, Official Languages

Commission, and many more. **RADIO** **Narrator** – “Romance Novels”, CBC FM – “Ideas” – ACTRA Award

winning 3 part series. 2 Radio dramas – CHEZ-FM, one ACTRA Award winning. **Writer / Broadcaster** –

Wrote, edited and broadcast tape documentaries, including a 13-week series, “To Your Health”, CBC AM

Network 1997 **PAGE 3 SHELLEY ARRON-COHEN** 1989 – 1990 **Fill-in Announcer** – **Host** - “The Bert Adkins

Show”, “CBO Morning”, “Radio Noon” and “All In A Day”; local FM weather and entertainment inserts;

News Reader – “Radio Noon” & “All In A Day” 1984 – 1990 **Traffic Commentator** – CBO Radio 1981 –

1983 Announcer / Host – CHIM-FM, Kelowna, B.C. 1979 – 1981 Announcer / Host – CKQR- AM, Castlegar, B.C.

RELEVANT WORK EXPERIENCE

Various Communications Positions – Federal Government, Ottawa

Aug. 07 – June 2021 – “Becoming a Voice Actor” course – COHM Technology and Fat Dog Productions

Sept. 12 – June 14 - Instructor – “Becoming a Narrator” course – Algonquin College Sept. 10 – May 12
Owner – Vocal Dynamo, Ottawa Oct. 06 – Present

(Part-time) Nov. 03 – May 06 A/Talent Agent – First Stage Talent & Casting Agency, Ottawa (On-call,

Feb. 91 – Aug. 94 Traffic Commentator – CBO Radio, Ottawa May 84 – June 89 Swing Announcer / Host – CHIM-FM, Kelowna, B.C. (Incl. hosting a Classical music show.) Feb. 81 – Nov. 83 Swing Announcer / Host – CKQR, Castlegar, B.C. (First female radio announcer in Castlegar) Aug. 79 – Feb. 81

TECHNICAL SKILLS • Radio / TV / print production. • End-user – Advanced MS Office 2016, 7 / 2003/ 2000 / 97 with Windows 10, XP/95/98/NT 4. Input at 65 WPM. Also, WP 5.1, 6, 7 & 8. • Working knowledge of computers, printers, graphics, pictures, logos, photocopiers, E-mail, fax, Internet, voice-mail and scanners with OCR; Broadcast equipment such as control boards, tape machines, VCRs, etc. • Database management: MS CRM, Goldmine, Word merges; some Access; Proposal Automation Suite. E-mail list management.

EDUCATION Diploma Broadcast Communications (Radio) - B.C. Institute of Technology - Burnaby, B.C.

EXTENDED EDUCATION • Project Planning Breakthroughs Priority Management • Prosci Change Management Certificate AdPro • Managing Projects with Microsoft Outlook Priority Management • Plain Language Workshop Transport Canada • Live, Laugh, Learn Faculty Retreat Algonquin College • News Release & Media Lines Refresher course Natural Resources Canada • Strategic Risk Communications Training Health Canada Learning Services • Working Smart with Microsoft Outlook Priority Management • Teaching English as a Foreign Language Certificate (TEFL) University of Ottawa • Certified in First Aid & CPR until 2008 Red Cross • French as a Second Language Algonquin College • Advanced MS Word 97 Griffin Computer Training & Consulting • Certified Instructor / Facilitator / Trainer Langevin Learning Services • Advanced Instructional Techniques & 25 Ways to Add Excitement to your Training Langevin Learning Services • Instructional Techniques for New Instructors & 25 Creative Ways to Enhance Training Langevin Learning Services • Training 101: All the Basics Langevin Learning Services • The Proposal Automation Suite & The RFP Express Pragmatech Software • PowerPoint 6 – Levels 1 & 2 PBSC • Taking Care of Business: Strategies for Identifying, Overcoming and Managing Conflict” Grace Hospital • French As A Second Language Algonquin College, University of Ottawa • Public Relations Carleton University • Portable Video Production (Honours) Carleton University • Introduction to Television B.C. Institute of Technology

MEMBERSHIPS / CERTIFICATES / AWARDS / VOLUNTEER M.C. – Arc-en-ciel Interfashion Show February 2017 M.C. – ‘Mediterranean Melodies’ – Fundraiser for Agudath Israel Synagogue – Wrote script & co-hosted Nov. 2005 Joint Occupational Health and Safety Committee and Employee Satisfaction Committee – Iron Horse Group 2005-06 Volunteer Board Member – Akiva Evening High School 2003-06

MEMBERSHIPS / CERTIFICATES / AWARDS/VOLUNTEER (CONT'D) Canadian Showcase Chorus - Member -
4-part harmony choir 1997-99 Canadian Public Relations Society (CPRS) – Member 1991-95 Alliance of
Canadian Cinema, Television and Radio Artists (A.C.T.RA.) - Member 1984- 91 Grade 8 Piano – Royal
Conservatory of Music Girl's Hi-Y Award – Gr. 12 – Woodroffe High School, Ottawa