FARRIS POPAT

Creative Producer & Brand Strategist

Vancouver, BC, Canada · Hybrid / Remote · Open to contract, fractional and full-time roles
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PROFESSIONAL SUMMARY

Creative Producer and Brand Strategist with 10+ years across film production, brand and campaign work, driving brand presence, audience growth and multi-channel marketing campaigns for technology and culture. Skilled at translating client goals into clear strategies across content, PR, influencer partnerships and experiential activations. A department-head background in film and television brings budget discipline and operational precision to every campaign.

SELECTED ACHIEVEMENTS

Directed a multi-channel campaign that drove 7-figure capital inflows for a Nasdaq-listed ETP provider (Virtune AB).
Delivered 60,000+ app downloads for an Esports prediction platform (Nova Wallet × Blast.TV) through targeted IRL and digital activations.

CORE SKILLS

Brand & Product Strategy · Campaign Coordination · Content Production · PR & Influencer Management
Audience Building · Project & Budget Management · Partnership Development · Experiential Activations

WORK EXPERIENCE

Creative Producer & Brand Strategist — FJP Creative
Hybrid / Remote | Nov 2022 – Present

Rentahuman.ai — Platform & Brand Exploration — 2026
Built 4 platform case studies and 3 real-world productions delivering content across film, photo and physical brand assets. Posted 7 bounties, rented 21 humans across 11+ countries, and drew 149 applications.

Nova Wallet × Blast.TV (Esports Prediction Platform) — 2024–2026
Led multi-channel campaigns delivering 60,000+ app downloads through targeted IRL activations and digital strategy.
Built influencer campaigns, PR coordination, onboarding and community programs that scaled audience engagement.

Virtune AB (Nasdaq-listed ETP Provider) — 2024
Directed investor engagement campaigns that drove 7-figure capital inflows and expanded market interest across EU markets.
Strategized and implemented OOH and influencer campaigns, digital ads, seminars and appearances.

Client Projects — Technology, Fintech & Professional Services — 2022–Present
Developed growth, content, brand and partnership strategies for technology, digital platform and professional services clients.
Partnered with agencies and creators to execute activations, PR placements and community programs while coordinating timelines, deliverables and stakeholder updates.

Production Coordinator & Set Decorator — 2015–2022
IATSE | Film & Television Productions | Toronto & Vancouver, Canada
Led a 20-person, multi-location department managing assets, labour, payroll, logistics and vendor coordination under tight deadlines.
Oversaw schedules, workflows and cross-department communication between art, construction, production and on-set teams.

AI TOOLS & BUILDS — 2024–2026

Shipped AI-built tools from idea to working product: TabView (browser-based presentation and PDF viewer), Skimcheck (automated receipt price comparison and cost recovery for small businesses), a 24/7 automated music player, and an interactive industry map.

EDUCATION

Bachelor of Arts (B.A.), Sociology · Minor in Professional Writing
Concordia University, Montreal, QC, Canada