

# Simon Rock

he/him

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## Competencies

Fluent English & French  
GSuite, Excel  
HTML, CSS, JS, C++, Python  
A/V hardware + software  
Team Management  
Scrum, Agile frameworks  
Live presentations, pitches  
Jira, Trello, Asana, Notion  
Figma, Inkscape, GIMP

## Education

### Product Owner PSPO 1 Certification

Scrum.org  
2023

### Bachelor of Arts with Distinction

Major History  
University of Calgary  
(transferred to Concordia 2017)

Major History, minor  
Computer Science  
Concordia University  
2021

### Pyrotechnic Display Assistant

Natural Resources Canada  
2015

### Performing and Visual Arts Theatre Program

Central Memorial High School  
2014

Resourceful go-getter who brings process discipline, creativity, and multidisciplinary thinking to find solutions and get complex stuff done. Collaborative and analytical mindset, with a knack for synthesizing varying perspectives to overcome challenges. Above all, driven by a passion to grow and learn by accomplishing great things with an enthusiastic and innovative team.

## Professional Experience

### Freelance music events, films, art projects, Calgary/Montreal

*Event organizer, producer, artist manager*

April 2017 - present

- Continued facilitation of numerous personal projects; music shows, festivals, artist mgmt, and film projects, coordinating with a diverse array of stakeholders with differing skillsets, needs, and perspectives
- Have overseen ticketing, bar, food, staff/volunteer coordination, for events of up to 1000 people lasting multiple days at a time

### Leeroy Agence Créative Digitale, Montreal web & mktg. Agency

*Web Project Manager, Product Owner*

February 2022 - May 2024

- Managed project teams of 3-8 people (dev, QA, design) with budgets ranging from \$25k-\$400k for 12 different clients
- Oversaw proposals, client relations, budgets, and other project needs such as roadmapping, documentation, and product backlogs
- Formed and delivered a 2 hour pitch to win one of their biggest clients to date, lead a team to generate more than 6-figures monthly for the agency
- Led two internal software projects, researching and analyzing impact of new product increments, considering market positioning and strategy

### Lykkå, Montreal community-building startup

*Product Manager*

April 2021 - January 2022

- Synthesized data from extensive customer interviews, defined user personas and journeys, product roadmap, integrated agile workflow
- Lead two teams of 3 programmers and 2 UX designers

### MAPP\_MTL, intl. projection-mapping festival

*Project Manager, Technician, Web Developer*

August 2020 - December 2021

- Led or collaborated on the full pipelining and execution of dozens of projects, ranging from public art installations to a festival attended by 2000 people, featuring artists from over 20 countries worldwide
- Developed and maintained two websites for MAPP

## Other Experience

March 2019 - Present

### N10.as Online Radio, Montreal

*Station Manager, On-air administrator*

May 2020 - September 2020

### District 3 Innovation Centre, Montreal

*Summer Resident Consultant*

November 2015 - April 2016

### The JUNO Awards, Calgary

*Volunteer Coordinator*

September 2014 - August 2017

### CJSW 90.9 FM, Calgary

*Festivals Coordinator, Board Member, DJ*

July 2014 - July 2019

### Righteous Gelato, Calgary/Montreal

*Event Lead, Gelato Chef, Logistics Assistant*

July 2014, 2015, 2016

### The Calgary Stampede, Calgary

*Fireworks Night Crew*

September 2013 - Present

### Hospitality, Calgary/Montreal

*Barista, Server, Busboy Manager, Bartender*

January 2012 - November 2015

### Loose Moose Theatre Co, Calgary

*Volunteer, Performer, Technician*

# Select Projects

## Agency

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### Intact.ca

2023-2024

- **Client:** Intact Insurance
  - **Role:** Project Manager
  - **Brief:** Arrived partway through to 'save' the project. Full rebuild of the existing Intact website to migrate to a leaner and more versatile CMS
  - **Budget:** 300k
  - **Outcome:** Successful transition after a renewed timeline, regained client confidence and laid the foundation for future work
  - **Reference:** Maelle Ramsay of Intact.ca, Gaël Bruhnes of Leeroy
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### Luminis

2023-2024

- **Client:** Acuity Brands
  - **Role:** Project Manager
  - **Brief:** Design, UX Research, full website development to accommodate Luminis' brand modernization
  - **Budget:** 150k
  - **Outcome:** On-time and on-budget including cross-team collaboration with Acuity Brands, leading to future work with client
  - **Reference:** Charles-Eric Doussault of Luminis, Pierre-Andre Roy of Leeroy
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### Internal Development Project (confidential)

2023-2024

- **Client:** Leeroy
  - **Role:** Product Owner
  - **Brief:** Market research & positioning, product design, development
  - **Budget:** 50k
  - **Outcome:** Successful progression of an internal development project, leveraged to win strategic contracts with key clients
  - **Reference:** Pierre-Andre Roy of Leeroy
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### Axis Lighting

2024

- **Client:** Axis Lighting
  - **Role:** Project Manager
  - **Brief:** Design, UX Research, full website development & extensive product database integration
  - **Budget:** 100k
  - **Outcome:** Successful delivery of website after renegotiated increased scope, leading to future work with client
  - **Reference:** Osagie Edosa of Axis, Pierre-Andre Roy of Leeroy
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## Art, Events, Community

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### Rave Wedding (marriage of Nicolas Levy and Emma Forgues)

2024

- **Client:** The Levy and Forgues families
  - **Role:** Wedding Planner, chief coordinator for full pipeline planning and execution including web, communications, operations
  - **Brief:** A weekend-long interfaith marriage & rave festival, hosted at a large children's summer camp in the Laurentians
  - **Budget:** 60k
  - **Outcome:** Smooth sailing and on-budget despite major weather challenges
  - **Reference:** Any member of the Levy or Fourgues family
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### Bohême Système (annual festival)

2021 - present

- **Role:** Co-organizer and chief project manager, including web, communications, operations
- **Brief:** A weekend-long music and arts festival, hosted at a small children's summer camp in the Laurentians, collectively contributed to by festival participants within a provided framework
- **Budget:** 20k
- **Outcome:** Consistent positive feedback and grassroots growth of the brand and experience, currently looking to scale operations to accommodate the expansion of the festival and surrounding community

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## N10AS Internal Restructuring (community online radio)

2024 - present

- **Client:** n10.as - Montréal online community radio
- **Role:** Project lead and interim Station Manager
- **Brief:** Full audit and overhaul of the volunteer and staff structure, implementation of proper systems of hierarchy and accountability with well thought-out processes to support the transition
- **Budget:** Pro-bono
- **Desired Outcome:** Growth of station listenership and volunteer capacity by 20% after 1 year of implementation (Q4 2025)

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## Minute\_MAPP (projection mapping competition)

2021

- **Client:** MAPP\_MTL
- **Role:** Project manager
- **Brief:** Outreach, coordination, and execution of an international projection mapping competition at MAPP's annual festival
- **Budget:** 10k
- **Outcome:** Highest artist participation to-date of Minute\_MAPP.
- **Reference:** Thien Vu Dang, MAPP\_MTL Founder and former General Director

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## Vault Unlocked (one-time festival)

2020

- **Role:** Co-organizer and chief project manager
- **Brief:** A 24-hour art and music festival featuring a local artisanal market, facilitated community panel discussions, live music performances and DJs
- **Budget:** 20k
- **Outcome:** Over 1000 attendees over the 24h period, all programming well attended and received, growth of brand

## Film

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### The Afters (short film, currently in post-production)

2024 - present

- **Role:** Producer
- **Brief:** Overseeing production of a 15m short film, including grant writing & funding, crew & location scouting, filming
- **Budget:** 30k
- **Desired Outcome:** Looking for festival distribution at underground film festivals across North America, along with online streaming distribution on key platforms

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### X/O (short film)

2023

- **Role:** Producer
- **Brief:** Overseeing production of a 6m short film, experimenting with a film style with shooting fiction at real rave spaces
- **Budget:** 1k
- **Outcome:** Successful experiment with the "docu-fiction" verité filmmaking style, used for *The Afters* and future projects