

# *CrossCut*

*Digital Strategies*

## PORTFOLIO

**VIDEOGRAPHY • PHOTOGRAPHY  
BRANDING • GRAPHICS • AND MORE**

**CURRENT TO  
JANUARY 4, 2026**

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# WHO WE ARE

## Welcome to CrossCut Digital Strategies Inc.

CrossCut Digital Strategies Inc. is a full-service creative agency dedicated to elevating brands, businesses, and public figures across all digital platforms. Founded in 2025 by Vincenzo Calla and RJ Fromm, our agency was born from a shared passion for high-impact storytelling and a proven track record in high-stakes communications. With deep roots in the Ottawa community and extensive experience in political and corporate digital strategy, we understand that a recognizable brand is the foundation of growth.

Our team combines cinematic filmmaking expertise with data-driven marketing to deliver polished content that resonates. Whether we are crafting unique brand kits, producing captivating videos, or designing strategic social media graphics, our goal is to create a consistent, professional identity that builds familiarity and trust. At CrossCut, we don't just create content; we lay the bricks for your digital legacy, ensuring your message is heard, your brand is seen, and your vision is realized.



# Meet the Founders



## Vincenzo Calla

Vincenzo Calla is a fourth year student at the University of Ottawa, pursuing a Joint Honours BA in History and Political Science. He is also an experienced content creator, communications advisor, and dedicated community volunteer.

Through his own brand, VCalla Productions, founded in 2021, he has spent time creating political, historical, and cultural content.

In 2023, Vincenzo became the Communications Advisor to former Nepean MPP and former Ontario Cabinet Minister Lisa MacLeod, working in her constituency office.

### Contact Vincenzo:

[vincenzo@crosscutdigital.ca](mailto:vincenzo@crosscutdigital.ca) • (343) 988-2369



## RJ Fromm

RJ Fromm is a recent graduate of Carleton University, where he earned an Honours Degree in Film Studies with a minor in English Literature. He is a passionate storyteller, filmmaker, and content creator with aspirations of becoming a skilled and impactful film and television director.

RJ has written, directed, and edited a range of short films that have been screened for public audiences. In 2024, his original short film *Changed Man* was selected for screening at Ottawa's ByTowne Cinema as part of the University of Ottawa's Student-Led Film Festival.

### Contact RJ:

[rj@crosscutdigital.ca](mailto:rj@crosscutdigital.ca) • (613) 791-8756



Full biographies available at:  
<https://crosscutdigital.ca/who-we-are/>



# WHAT WE DO

CrossCut Digital Strategies is here to help your business, community organization, band, or campaign achieve a distinct look that can bring growth and attention to your brand. From creating a unique brand kit, to captivating videos and eye-catching graphics, these are just some of the services that CrossCut Digital Strategies offers.

## Services by CrossCut Digital Strategies

CrossCut Digital Strategies offers a variety of services including:

- video filming (local to Ottawa)
- video editing and production
- brand kits
- flyer and pamphlet design
- social media graphics
- social media management
- and many more

We are proficient in these programs to complete our work:

- Adobe Premiere Pro
- Canva
- Google Workspace
- Constant Contact
- WordPress
- and many more

## Why is consistent branding important?

Whether it is for your business, community organization, or campaign, a consistent brand is important to create a unique identity to attach across all logos, graphics, videos and more. As has been tested and successfully achieved by CrossCut Digital Strategies, a consistent look for all your content can help elevate its reach and familiarity with viewers.

# OUR PORTFOLIO



# EVENT SPOTLIGHT

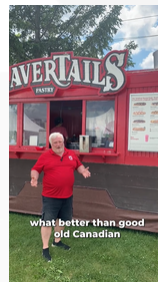
## Canada Day in Barrhaven

Barrhaven is home to the largest Canada Day celebrations in Ottawa outside of the national celebration downtown. In order to increase their digital presence, CrossCut Digital Strategies was asked by festival President Darrell Bartraw to film three videos, each focusing on different parts of the festival. We visited the event many times over the week in order to film, even having the opportunity to photograph and film with notable guests, including Canadian Prime Minister Mark Carney and other local representatives.

### Videography



The main Canada Day in Barrhaven promo video, featuring CrossCut Digital Strategies original footage of Prime Minister Mark Carney, and exclusive video messages from Barrhaven City Councillors Wilson Lo and David Hill, as well as from Nepean MPP Tyler Watt.



Videos made in the lead-up to the Canada Day celebrations, including examples of graphics integrated within the videos.

### Photography



CrossCut Digital Strategies co-founders with Prime Minister Mark Carney (left) and exclusive photos of Prime Minister Carney taken by our team (centre & right).



# EVENT SPOTLIGHT

## Georganne Burke's Farewell Party

During our last major event of 2025, we provided the photography and videography services for the farewell party for Georganne Burke, a longtime Ottawa political organizer on Parliament Hill and beyond. CrossCut was asked to film speeches from notable figures such as The Honourable Pierre Poilievre, as well as to capture photographs of the entire event.

### Videography



Our footage of Pierre Poilievre's speech, colour and audio corrected.

#### GEORGANNE BURKE'S FAREWELL PARTY



OTTAWA | 12.09.2025

PHOTOS &  
VIDEOS BY  
**CrossCut**  
Digital Strategies



An example of the transitions used between speeches for photos taken.

### Photography



Various photos from the event, including photos of CrossCut co-founders Vincenzo Calla and RJ Fromm with Pierre Poilievre.



# EVENT SPOTLIGHT

## St. Andrew's Feast Day

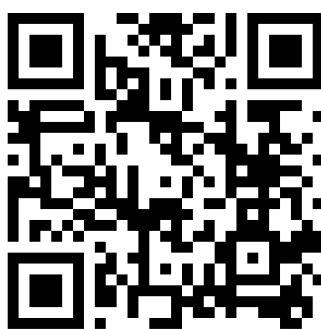
During the annual feast day Mass and celebrations at St. Andrew Catholic Parish in Barrhaven, we provided the photography for the event, capturing the Mass celebrated by His Grace Marcel Dampousse, Archbishop of Ottawa-Cornwall, which was attended by over 500 people.

### Photography



# PODCASTS

## VCalla Productions



One of the latest interviews by Vincenzo, featuring MP Randy Hoback. The first VCalla Productions podcast after being brought under the CrossCut umbrella, this episode features editing for in-person interviews, with many camera angles, graphics and more.



Bob Barker's Last Announcer on The Price Is Right



One of Vincenzo's interview styles with guest Rich Fields, former announcer of The Price is Right on CBS, and a longtime American radio and television media professional who later acclaimed Vincenzo's own work as professional and impressive.



Another podcast style for "The Political Job Interview" podcast, featuring Vincenzo's interview with former Quebec Premier Jean Charest during the 2022 Conservative leadership race.



# Lisa MacLeod – As an MPP in 2024

As a former Cabinet Minister returning after time away to focus on her mental health, Hon. Lisa MacLeod hired Vincenzo and RJ as her Communications Advisors to fulfill the task of rebuilding a clear brand identity during her last term in office. This was done successfully across various mediums, especially in podcasts produced by Vincenzo and RJ from mid-2023 to present, gaining millions of views from across Canada and around the world.



A local business highlight filmed and edited by Vincenzo and RJ for Lisa MacLeod and Darrell Bartraw's successful "Dining With Lisa" series.



Long-form interview filmed and edited by Vincenzo and RJ for Lisa MacLeod's mental health podcast with Susan Blain to discuss their mental health journeys.



Another long-form podcast, filmed by PC Caucus Services in Toronto and edited by Vincenzo and RJ for Lisa MacLeod's former flagship podcast.

# PROJECT SPOTLIGHT

## "I'd Rather Be Baking Cookies"

In 2010, Hon. Lisa MacLeod released a cookbook titled "I'd Rather Be Baking Cookies" which featured recipes from her and her friends to raise funds for her re-election campaign. After nearly fifteen years, Lisa decided to create a second edition of the book as a fundraiser for a local mental health organization, and tasked Vincenzo with the creation of this new book.

## "I'd Rather Be Baking Cookies" Second Edition



The cover and recipe pages for Lisa MacLeod's upcoming cookbook, the second edition of "I'd Rather Be Baking Cookies" as laid out, designed, edited and co-authored by Vincenzo.

## Promotional Graphics



A graphic promoting the re-release of the original edition in 2024 (left) and a logo created to note "Darrell Approved" recipes in Darrell Bartrow's section of the new cookbook (right).



# COMPANIES & BUSINESSES

## Equator Coffee Barrhaven



In December 2025, we worked with Equator Coffee Barrhaven to create a promotional video to promote their café for the holiday season. We captured high quality footage to promote the location as a part of a Christmas shopping experience. We worked closely with the Equator Coffee team to ensure continuity with the branding guidelines and appearance of the company. This video was featured across the Equator Coffee social media platforms.

## Exploring Ottawa

As a part of our ongoing work to support and highlight local businesses in Ottawa, CrossCut Digital Strategies owns and manages the "Exploring Ottawa" TikTok and Instagram pages, where we produce our own content and collaborate with others. Below is a selection of various videos we have made for these pages.



Omni Café - Barrhaven



Pizza All'Antica- Manotick



692 Coffee and Bar- Manotick

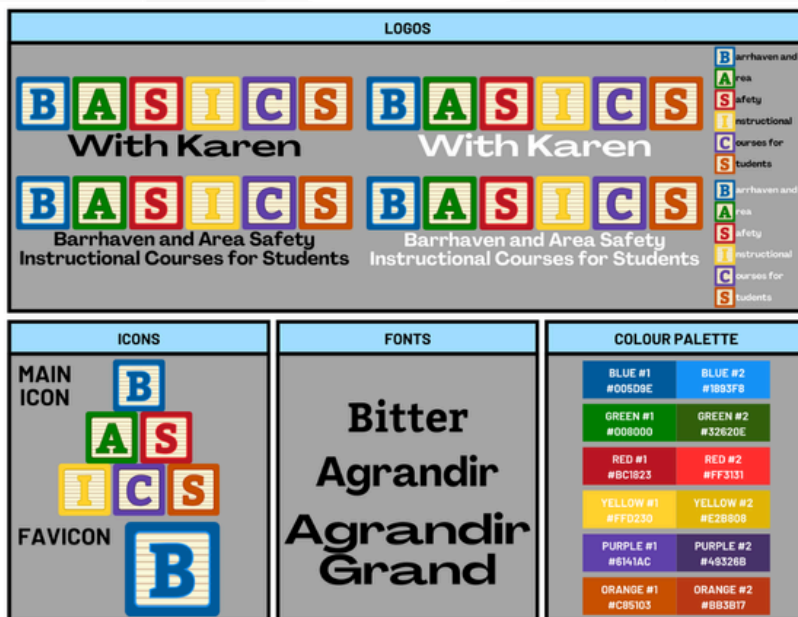


# Basics With Karen

As a growing, family community, Barrhaven in Ottawa, Ontario is home to many businesses and organizations that play an important role around the community. Basics With Karen is a program that offers home alone and babysitting courses to pre-teens. CrossCut Digital Strategies was asked to create a fresh, updated brand to reflect the nature of this company, in a format optimized for digital platforms.



Logos, icons, and branding for Basics With Karen, custom designed, based off of the classic kids' toy. Above are various variations of the logo, including the main logo, an acronym logo and a stacked symbol.



Featured is an example of a simplified branding kit that was arranged by CrossCut Digital Strategies, including guidelines surrounding the logo and icon variations, fonts, and a colour palette.

# BANDS

## One Night Stand Dance Band

In December 2025, we filmed with the One Night Stand Dance Band in Downtown Ottawa and produced videos for the promotion of the band.



## Snowbird: A Tribute to Anne Murray

In December 2025, we produced promotional videos for the band Snowbird: A Tribute to Anne Murray. This included the creation of the graphics featured here.



# CONTACT US

Interested in working with CrossCut Digital Strategies, or simply have more questions? Here's how you can get in touch with us:

## General Inquiries

**Email:** [info@crosscutdigital.ca](mailto:info@crosscutdigital.ca)

## Contact Vincenzo Calla

**Email:** [vincenzo@crosscutdigital.ca](mailto:vincenzo@crosscutdigital.ca)

**Phone:** (343) 988-2369

## Contact RJ Fromm

**Email:** [rj@crosscutdigital.ca](mailto:rj@crosscutdigital.ca)

**Phone:** (613) 791-8756

Or, you can fill out the contact form on our website:  
<https://crosscutdigital.ca/contact-us/>





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