

# Jocelyn Mercer

Co-Prezzy/Executive Producer at CJ Mercon  
Productions

Toronto, ON, CA

Jocelyn Mercer is a Mentor for IDEABOOST

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## **Biography**

Jocelyn is an executive producer, director, story teller and one half of CJ Creative – a company that creates and builds character-driven digital brands that capture new audiences, connect with target markets and maximize revenue on platforms like YouTube and Facebook. CJ Creative was recently listed in the coveted ‘5 To Watch’ in Playback Magazine. Jocelyn’s core values include wonder, gratitude and laughter and in order to practice these she travels often, writes regularly and remembers that loving what you do is the KEY to doing what you love.

RIGHT NOW - CJ's premiere brand is the Webby Award winning How To Cake It with Yolanda Gampp – a YouTube channel and lifestyle brand that in just 18 months has accumulated 2.3 million YT subscribers and 17 million monthly views, 1.5 million Instagram followers and 250K unique visitors to the brand’s eCommerce website howtocakeit.com. How To Cake It as been featured on The Today Show, Good Morning America and The Social to name a few. Jocelyn is currently moving in development and production of the first ever How To Cake It book with a major publisher.

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## **Areas of Expertise**

Video Production, Television, Broadcast, Video, Documentaries, Film Production, Post Production, Media Production, Screenwriting, HD Video

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