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**Date of birth:** 2<sup>nd</sup> September 1982

### **Personal Profile**

- Motivated, enthusiastic and confident
- Conscientious with ambition and determination to succeed
- At best when dealing on a personal level with others
- Highly professional in all aspects of business

### **Employment**

#### **July 2001 – Present**

The following are a handful of clients I have worked for as a producer on projects over the past seven years:

Procter & Gamble, BSKyB, 3 Mobile, Vodafone, UPC (European Broadcaster), General Mills, Carlton Untied Brewerys, Lion Nathan, Foxtel, Sony Australia, Toyota Motor Corporation, Lexus Australia, David Jones, Olympus Australia, Schering Plough, Novartis, Laithwaites Wines, Hillary's Blinds, and United Nations.

#### **August 2008 – April 2010**

##### **Freelance Senior TV Producer, Digital and Direct, London, UK**

- Producing monthly Sky DRTV campaigns for both broadcast and non-broadcast projects, across all the different Sky accounts including Acquisitions, Retail, Customer Marketing and ROI
- Day to day responsibilities included financial budgeting and reconciliations, scheduling 3D and 2D resource, both in-house and extra freelancers and liaising with external post-production facilities and ATL agencies on shared assets and campaigns etc
- Managing all areas of CC negotiation, playout and artist usage
- Advising on all aspects of the project to help facilitate the creative process as well as aiding client services in managing the client's expectations as much as possible
- Organising and scheduling all aspects of live action shoots for UPC and Laithwaites Wines; this included budgeting, casting of talent and director/crew and post-production
- Producing DR radio commercials for Vodafone

#### **2006 – January 2008**

##### **TV Producer, Saatchi & Saatchi, Sydney, Australia**

- All aspects of TVC production from creative research, sourcing directors, financial and creative negotiations, bidding and quoting, shoots and post production
- Worked closely with creative and director/producer teams to achieve the best results possible under varying and sometimes quite difficult circumstances
- The TV Producer solely responsible for the production of David Jones TVC's; the agency's biggest retail account
- Production of various pro bono campaigns for charities
- Cannes Bronze Lion 2006 – Olympus "Laksa" TVC

## **2005 – 2006**

### **Junior Producer/Radio Producer, Saatchi & Saatchi, Sydney, Australia**

- Production and adaptation of all overseas TVC material put to air by Saatchi & Saatchi
- Responsible for the production of all radio ads written by the agency
- Re-voices and edit changes for alternate and new versions of TVC's

## **2003 – 2004**

### **Broadcast Production Assistant, Saatchi & Saatchi, Sydney, Australia**

- Responsible for acquiring legal approval for TVC's to be dispatched to stations
- Dispatching all TVC's to various stations so as to meet media deadlines
- All agency dubs
- Extensive research and ordering of creative reference materials
- Day to day assistant to all agency producers
- Talent rollover and negotiations in extended talent use outside of original contracts

## **July 2001 – 2003**

### **Office Administrator, Saatchi & Saatchi, Sydney, Australia**

- General office duties including ordering stationery, printing and kitchen stock.
- Managing building maintenance and new developments
- Chief fire and safety warden

## **Education**

### **February 2001 – November 2004**

#### **University of New South Wales, Sydney, Australia**

#### **Bachelor of Arts (Media and Communications)**

Research; developing knowledge of media; television and radio broadcasting; sales; creating formats for television and radio; production; advertising; management; presentation; events and communication skills

### **February 1995 – September 2000**

#### **The Armidale School, Armidale, NSW, Australia**

- HSC subjects: 2 unit English, 2 unit Economics, 2 unit Mathematics, 2 unit Ancient History, 2 Unit Drama, 1 unit General Studies. UAI result 89.1
- Various school leadership roles including boarding house captain, Sergeant in the school cadet corps and sporting captaincies

## **Skills**

- Quick to establish good working relationships both internally and externally
- Easily adapt to any situation and environment
- Working knowledge of Microsoft Office, Lotus, Abode Audition 1.5, Photoshop, Final Cut Pro

## **Interests**

- Keen rugby union player, playing since 1990 at school and representative level. Member of Woollahra Colleagues Rugby Football Club in Sydney since 2001. Music gigs, festivals and travel.