

PROFILE

Content producer, communications professional, content specialist

- Professional communicator skilled in developing, implementing/executing communications and digital marketing strategies. Customer-centric service ethos, team-orientated and collegiate.
- Content producer: extensive experience creating, producing, writing, curating, editing, distributing, publishing
- Resourceful, entrepreneurial outlook. Executing creative briefs into project deliverables while meeting agreed budgets/deadlines.
- Demonstrated experience in plain English marketing communications. Strong project management and proof-reading skills.
- Outstanding stakeholder and relationship management skills providing flexible, responsive account management interface between stakeholders, service providers and other business unit functions.
- Innovative producing, production and editing skills for audio content & corporate video content. Employs storytelling tactics and strategies for digital space – creative concept, script development, production management, recruitment, management of brief, stakeholder liaison, client relationship.
- Previous marketing communications experience large corporate organisations, SMEs and tertiary institutions. Sectors: professional services, finance, insurance, legal, education, tourism, government (state), facilities mgt services, online/tech start up space and the arts.
- Understanding of business language and demonstrated natural affinity for both the professional services sectors and creative industries. Brings innovative customer-focused, 'can do' work ethic to each project, quickly adapting and acquiring any new skills required.
- Adept at integrating seamlessly into new sectors. Extensive experience working in environments heavily characterised by conflicting priorities, change and uncertainty.
- Other - media and PR strategy, content strategies, strategic planning – marketing, communications, social media presence management/strategy, brand personas

COMPUTER/TECHNICAL SKILLS

- MS Office
- MS Project
- eDM's
- HTML
- Adobe Indesign CS5
- Filmora 10
- Photoshop 6
- CMS - Drupal, [Wordpress](#), Joomla, [Blogger](#)
- Social media – marketing automation tools
- CRM – Salesforce

EDUCATION

RMIT University (2019 – 4 units)
Master of Information Management

Monash University (2003)
Bachelor of Business (Banking & Finance)

Exeter College, Oxford University (UK) (2010)
Creative Writing

PROFESSIONAL MEMBERSHIPS

Media, Arts And Entertainment Alliance (2002 to present)
Screen Producers Association (2016 to present)

AWARDS

Victoria University International
Key Project Team Member – Editorial | Awards Submissions

- 2010 | Highly Commended - Business And Higher Education Roundtable (BHERT) Awards
- 2009 | Finalist - Governor Of Victoria Export Awards

PAYG SUMMARY

JAN 2019 to present	RMIT University, School of Accounting, Information Systems and Supply Chain Fulltime student (4 units – approved leave sem 2, 2019 - present) Master of Information Management RMIT advise Discontinuation of Program 29 Oct 2020, Department of Information Systems and Business Analytics
FEB 2015- AUG 2020	Carer parents
JUN 2011 – DEC 2011	PROGAMMED Maintenance Services Ltd (PAYG) Bid Writer, Facilities Management Services and Consulting
MAR 2008 – FEB 2011	Victoria University International (VUI) (PAYG) Communications Coordinator, City Flinders Lane Campus
MAR 1999 – FEB 2002	Infochoice (PAYG) Research and Media Development Manager, Melbourne & Sydney

CONTRACT / FREELANCE SUMMARY

2020 – present	'this life' series (ABN) Content Producer <ul style="list-style-type: none"> online video content - #thiswalkinglife #thispublictransportlife #thispropertylife #thisgeneologylife #thiscreativelife #thisaustralianopenlife
2016 – present	The Contract Project: Waterman (webseries, post-production) (ABN) producer/writer/director/editor
2013 – present	Callumny Films (ABN) producer showreel RareAmazing Productions (project partner) (ABN) producer
2016 to 2018	<ul style="list-style-type: none"> LEATHERDADDY (feature, released 2 May 2019 (USA)) filmed Paris, France 2017 Australia/France co-production (filmed in French with English subtitles), TRAIL MIX (short)
2016 to 2018	A Fistful Of Scripts v2.audio (ABN) producer <ul style="list-style-type: none"> Audio trailers: KIDS, HARVEST, REUNION, ADDICT, HOW TO KILL YOUR FAVOURITE CHARACTER
2015 to 2018	A WAY TO LIVE in development, feature film (ABN) producer
2014 to 2016	Jimmy Flinders Productions (project partner) (ABN) producer - KIDS @ MTC Connect (Melbourne Theatre Company and Multicultural Arts Victoria) Inaway Productions (project partner) (ABN) producer
2014 to 2016	<ul style="list-style-type: none"> clients: VB Granite, Ferntree Gully Nissan (YouTube), All Over Bins, NYOUN (YOUR CITY, HOYTS), AlithiA (SACRIFICE – teaser 1, 2, full)
2013 to 2015	Prime Eagle Productions (ABN) Production Manager, Script Consultant, 2 nd Assistant Director
2014	Faculty of Medicine, Nursing and Health Sciences, Monash University (PAYG) Mar Comms Exec
2007	Super Partners (PAYG) Communications Consultant
2007	Department of Human Services (PAYG) Communications Consultant
2007	Australian Small Scale Offerings Board Limited (ASSOB) (PAYG) Communications Consultant
2006 to 2007	NAB Custodian Services (NCS) (PAYG) Tender Writer
2006	Aviva Australia (PAYG) Communications Consultant
2005	Middletons (PAYG) Communications Consultant
2004	Online Banking Review (ABN) Communications Consultant
2002 to 2007	Runaway Tours , Night Cat Tours (ABN) Media and Communications Manager
2004	Seasonal Work Aust, New Zealand (ABN) Communications Consultant
2002 – present	MEDIA LIAISON (ABN) distribution - 34 x media releases Mark Andrew, playwright , Sharni Page, playwright , Belinda Lopez, playwright, Voices For Hope (Interplast), Jump Street Films
	OTHER
2010 to 2018	<ul style="list-style-type: none"> 'A Fistful of Scripts' [Seasons 1 - 6], founder/creative producer Aims Overseas (private business based in Sydney specialising in matching potential students with overseas study opportunities) – For commercial, promotional purposes, commissioned to blog, track and record my daily class and tutorial experiences studying creative writing at Oxford University. Digital and content marketing space: market research, industry networking volunteering (tertiary) Creative services: script-editing, story development, production strategies, pre-production planning Williamstown Literary Festival (2011 - workshop presenter), Editor Group (2003)

JAN 2019 to present **RMIT University, [School of Accounting, Information Systems and Supply Chain](#)**
 Fulltime student (4 units – approved leave sem 2, 2019 - present) Discontinuation of Program, advised
 29 Oct 2020 by RMIT Department of Information Systems and Business Analytics Master of Information Management

Carer | parents

- **SEPT 2019 - AUG 2020** ○ **part-time | Sunbury and Camberwell concurrently**
- **NOV 2016 - SEPT 2019** ○ **fulltime | Sunbury**
- **FEB 2015 - OCT 2016** ○ **part-time | Sunbury**

– onsite critical personal care/meals, arranging/attending doctor/specialist appointments, hospital - multiple emergency admissions, MyAgedCare assessment interviews, compliance/liason, Aged Care applications/interviews. Travelling daily/weekly/on call as needed: Blackburn- Sunbury return via public transport.

JUL 2014 to OCT 2014 **Monash University (PAYG)**
Marketing and Communications Executive [Faculty of Medicine, Nursing and Health Sciences](#)
 Student recruitment activities within the Faculty portfolio have a \$70M financial impact. It is responsible for increasing revenue by an additional \$20M by 2015.

- Writing, curating web landing page content per student recruitment campaign and target segments
- Reviewing marketing and digital marketing strategies for \$500m business
- Providing liaison, advice, best practice bench-marking on digital, web and social media presence
- Domestic and international – student marketing and recruitment, research profile, future students

Key Achievements

Project Brief – internal client | online video content

- Managing message consistency across all digital content channels
- Briefing, directing digital agencies and internal / external resources to achieve required outcomes
- Sourcing/briefing/interviewing eight preferred digital agency external supplier candidates for consideration of services, quotes and 'proof of concept'
- Stakeholder relationship management – creating, building establishing new executive relationships

JUN 2011 - DEC 2011 [PROGAMMED Maintenance Services Ltd \(PAYG\)](#)
Bid Writer, Facilities Management Services and Consulting

- Brand development, Strategic Consulting
- Contributing to brand strategy and adding value through creating and publishing 'plain-English', targeted bid documents and offers valued from \$100k up to \$800m
- Liaising with key stakeholders for content requirements (marketing and sales teams), legal signoff
- Content creation techniques, strategies and tactics - research and verification of information
 - primary, secondary, industry and desktop research, interviewing internal, external stakeholders and subject matter experts

MAR 2008 – FEB 2011 [Victoria University International \(VUI\) \(PAYG\)](#)
Communications Coordinator **City Flinders Lane Campus**
 International Course Guide Suite - annual value: \$>500K (2009 - 2012)

- Editorial and end to end project management to track and manage over 400 critical tasks – publication suite:
 - TAFE, Bachelor, Graduate, English Language Institute, Study Abroad
- Sourcing sensitive information from external and internal stakeholders by building and maintaining professional relationships
- Liaising with faculty stakeholders, knowledge and subject matter experts to update content to meet business processes and regulatory requirements
- Briefing, writing, curating and editing content, designing and developing electronic, print, audio and visual communications instruments/marketing tools, including ongoing evaluation
- [Cover shoots \(2010, 2011, 2012\)](#) - recruiting, mobilising, logistical planning (annual value: \$15K)
 - engaging and briefing commercial photographer
 - up to 40 students, 12 key locations onsite/offsite campus locations

- Communications Collateral
 - Edited, curated, calendar development and publish bi-monthly online electronic communications tools: *International Explorer* (internal) and *Agent Intelligence* (external).
 - Providing leadership and editorial guidance on e-newsletter content to team of contributors
 - Delivering e-newsletter project content and consumables within all specified deadlines
 - Project management and content development of electronic communications, flyers, web, print media, newsletters, banners, booklets, CD ROMS, media releases, student testimonial library
 - Creating a media kit for distribution of branded collateral to offshore partners

Research and Media Development Manager
MAR 1999 – FEB 2002

[Infochoice](#) (PAYG)

2003 – present

[Wise Words Media](#) (ABN)

Communications professional / content producer / content specialist

- Strong project management expertise, organisational skills. Resourceful, entrepreneurial outlook.
- Executing creative briefs / ideas into project deliverables while meeting agreed budgets/deadlines
- Content development, stakeholder relationship management, implementation of content strategies, publication of communications materials, distribution of [34 x media releases](#).
- storyteller, audio content producer, online video content production, content and digital strategies, social media presence strategies, traditional marketing techniques, media and PR, strategy and tactics, brand development
- Proven experience in micro content, audio content and social media/corporate video content production employing storytelling tactics and targeted strategies for digital space
 - Producer: creative concept, development, production management, recruitment, management of brief, stakeholder liaison, client relationship.
- Achieving effective outcomes within environments heavily characterised by change, uncertainty, conflicting priorities and sensitivities
- Generation of demonstrated industry awareness and increased, strengthened relationships for future commercial collaborations. Achieving demonstrated media exposure.
- Producing and managing cost-effective projects/events in partnership with commercial stakeholders and /or internationally renowned independent creative artists

APR 2020 – present

Content Producer

Project: ['this life' series](#) (video content)

- Online video content - [#thiswalkinglife](#) | [#thispublictransportlife](#) | [#thispropertylife](#) | [#thisgeneologylife](#) | [#thiscreativelife](#) | [#thisaustralianopenlife](#)
- create and develop viable, sustainable, monetized video content. Targeting existing demand for online content segments, distributed via platforms through content licensing partners/collaborators
- Business Model: create once, sell many times, "If you have a go, you'll get a go"ⁿⁱ
- Strategic objectives: promote Melbourne and surrounds by building / driving more online content consumption, increase monetisation
- base content strategies – innovative, immersive online content integrated into and augmenting existing audience targets, objectives, channels and partner channels
 - Identified: arts, cultural, sporting & tourist destinations/visitor attractions as primary segments.
- Content publication: LinkedIn – Reach 4 802, 14 x articles (1000+words), 90 x posts | Facebook – 38 x posts

this walking life | achieved - as at 16th Feb 2021| Premiered 1st October, 2020

- brand personas/ segments: Australian Open 2021, Harry Potter and the #CursedChild, International Student Series (tertiary sector, personal safety and risk focus), commercial leasing & sales, international events (sports, arts and cultural)
- 27.2 hours of watch time, 1.3% CTR (click through rate from impressions)
- 113 videos published to date
- 1 204 total views, 530 unique views (previous 90 days)
- 1.7 average views per viewer, 1.22 ave watch time

Producer

Projects In Development: Wise Words Media and [Callumny Films](#)

Professional networking opportunities via zoom: Marche du Cannes, Asia TV Forums, [Australia Latin America Business Council \(ALABC\)](#), [Australian British Chamber of Commerce](#), [American Chamber of Commerce in Australia \(AmCham\)](#)

Business Development Manager Project: [Pop-up Catering Outlets/Pop-Up Catering Merchants](#)

- Retail premises: demand analysis, discovery, location scouting, commercial leasing agent liaison (catchment areas identified: Camberwell and Docklands)

JUN 2016 – JAN 2018Project: [A Fistful of Scripts v2.audio](#)**Producer / Marketing, Communications Manager**

Bizhub (co-working space) | Eastland, Ringwood

- Extensive audio content project designed specifically to assist English language students globally
- Creating, driving, executing script editing/development and project development strategies, relationship building with key stakeholders
- Stakeholder relationship management – liaising simultaneously between crew/cast to build/establish new executive and effective 'life of project' working relationships

Audio Content – podcasts | iTunes, googlePlay, social media presence, customised content

- Targeting specific audiences by presenting native English-speakers at:
 - English as a 2nd language students (ESL – TESOL & other)
 - Online audiences looking for diverse and differentiated English audio content
- Using varying sentence structures, complex language like phrasal verbs or collocations

Project Brief – Podcast: product development | audio content

- Developing online audio content based around themes of social inclusion
- Managing product development throughout brief from concept to project post-production
- Briefing, directing external resources to achieve required outcomes
- Sourcing/recruiting key crew for consideration of services, quotes and 'proof of concept'

Key Project Achievements

- Audio trailers: [KIDS](#), [HARVEST](#), [REUNION](#), [ADDICT](#), [HOW TO KILL YOUR FAVOURITE CHARACTER](#)
- Driving project deliverables against critical deadlines, aggregate value \$4k

JAN 2015 – SEPT 2015in association with [Inaway Productions](#)**Associate Producer / Scriptwriter**

- Creating, driving, executing script, script editing/development and project development strategies, relationship building with key stakeholders
- Sourcing/briefing/recruiting key staff for consideration of services, quotes and 'proof of concept'
- Stakeholder relationship management – key team member liaising simultaneously between executive producer, director, crew and clients to build/establish new executive and effective

Digital Video Content - social media | corporate image films

Project brief: Communicate client brand via corporate image film (length: 30 seconds)

- ALL OVER BINS | STATISTICS (as at OCT 2015): 3.5k facebook page views
 - [All Over Bins](#) | Published Sep 15 2015
- FERNTREE GULLY NISSAN | STATISTICS (as at OCT 2015): 10k aggregate facebook views
Published Sep/Aug 2015. Shot doco style with a script as a base Client subsequently commissioned 4 more video's for Holden Dealership
 - [Nissan's No.1 Dealer](#)
 - [Customer Satisfaction](#)
 - [Sales & Service](#)
 - [Service Retention](#)

Key Project Achievements

- AlithiA – [SACRIFICE](#) short film – mockumentary, 17mins) | teaser [1](#), [2](#), [full](#)
 - OFFICIAL SELECTION: On Vous Mont Mockumentary Film Festival (Lyon, France | 2016, 2017)
- NYOUN -[YOUR CITY](#) (music video), [HOYTS](#) (music video)
- Driving project deliverables against critical deadlines, aggregate value \$20k
- Producing and managing cost-effective project in partnership with internationally renowned independent creative artists and commercial stakeholders
- Generation of demonstrated industry awareness and increased, strengthened relationships for future commercial collaborations in digital space

NOV 2014 – AUG 2015in association with [Jimmy Flinders Productions](#)**Producer / Marketing, Communications Manager / Playwright**

- Executing business development strategies, relationship building in partnership with key industry stakeholders: Melbourne Theatre Company and [Multicultural Arts Victoria](#)
- Strong project management expertise, organisational skills, execution of marcomms activities
- Creating, designing, executing brand position strategies, digital marketing & social media presence
- Sourcing/briefing/recruiting key staff for consideration of services, quotes and 'proof of concept'
- Creating, executing dedicated content plans - all marketing channels (traditional, digital, social)
- Managing metrics, analysis of audience reach, engagement (google analytics, facebook)

Project Brief – [MTC Connect](#) (event) | content | Project: [KIDS](#)

- themes: social inclusion, pressing issues facing Australian society around diverse local communities and ethnic multicultural backgrounds

Key Project Achievements

- Driving brand development & awareness in a competitive arts events market valued at \$20k
- Producing and managing cost-effective event in partnership with internationally renowned independent theatre festival
- Generation of demonstrated media coverage to outlets including online, social media and radio
- Management and execution of media brief: interviews, editorial liaison, engaging and briefing photo shoot to commercial photographer creating strategic folio
 - event sold out - unprecedented, ground-breaking festival achievement

FEB 2013 - JUL 2014various contracts | **Page 2 - refer to summary****JAN 2012 - OCT 2012**in association with [Jimmy Flinders Productions](#)**Producer / Marketing, Digital Communications Manager / Playwright**

- Creating, designing, executing business development strategies, brand position, digital and marketing plans, digital and social media presence
- Executing business development strategies, relationship building with key industry stakeholders
- Creating, executing dedicated content plans - all marketing channels (traditional, digital, social)
- Managing metrics, analysis of audience reach, engagement (google analytics, facebook)
- Managing message consistency across all digital content channels, briefing digital agencies
- Strong project management expertise, organisational skills and execution of marketing activities

Key Project Achievements

- Creating, establishing and driving a brand in a competitive arts events market valued at \$20k
- Producing and managing cost-effective events in partnership with international fringe festival
- Generation of demonstrated media coverage to outlets including print, online, social media and radio (estimated circulation/audience reach: approx 150 000)
- Management and execution of media brief: interviews, editorial liaison, engaging and briefing photo shoot to commercial photographer creating strategic folio
 - Result: print and radio media coverage, 3 star review 'The Age' (Melbourne)

AUG 2013 – JAN 2018[showreel](#) | [Callumny Films](#) (ABN)**Producer / Marketing, Communications Manager / Screenwriter**

- Executing business development strategies, relationship building with key industry stakeholders: [RareAmazing Productions](#), [Inaway Productions](#), [Screen Producers Association](#)
- [Attending conferences](#) and sales meetings: [American Film Market](#) (2017, L.A., USA) / [Screen Forever](#) (2016, 2017) representing scripts of various genres for international co-productions
- Strong project management expertise, organisational skills, execution of mar comms activities
- Creating, designing [showreel](#), [media kit pitch deck](#), brand position strategies, digital marketing
- Sourcing/briefing/recruiting key staff for consideration of services, quotes and 'proof of concept'
- Creating, executing dedicated content plans - all marketing channels (traditional, digital, social)

Key Project Achievements

ACMIx (co-working space) | Southbank

- Driving awareness, product and brand development in a competitive global film market valued at \$30k (world market US\$1 billion export licensing contracts)ⁱⁱ
- Management and execution of production briefs: creating strategic [media kit pitch deck](#), pre-sales/distribution meetings, stakeholder liaison
- Producing cost-effective film productions in partnership with new, emerging world cinema auteur
- Mentoring - [Stephen Luby](#) (Producer - [The Secret River](#), [Bed of Roses](#), [Bad Eggs](#), [Crackerjack](#))

JUN 2016 – JAN 2018in association with [RareAmazing Productions](#)

Project Brief – feature, short | film

ACMIx & Bizhub (co-working space) | Eastland, Ringwood

- Trailers: [feature film](#), [short film](#) | Project partner: [RareAmazing Productions](#)
- [LEATHERDADDY](#) (feature, released 2 May 2019 (USA)) Australia/France co-production filmed Paris, France 2017 (French with English subtitles), [TRAIL MIX](#) (short)
- Managing sales/branding message throughout brief from concept, development, project delivery
- Executing production project deliverables against critical deadlines, production management
- Stakeholder relationship management – Storytellers with a commercial outlook, Callumny Films is deliberate in its strategies towards compelling stories, script development, raising finance and preparing entertaining features with strong commercial viability for global audiences.

Professional Development (self – funded)

- 2017 | [American Film Market](#), Los Angeles, USA | [showreel](#) | [media kit pitch deck](#)
- 2017 | Mentoring - [Stephen Luby](#)
Ruby Entertainment | Producer, Film & TV ([The Secret River](#), [Bed of Roses](#), [Crackerjack](#))
- 2017 | Distribution Planning (film) | AFTRS Masterclass, [Screen Producers Association](#)
- 2017 | [Screen Forever](#), Crown Casino | [Screen Producers Association](#)
- 2016 | [Screen Forever](#), Crown Casino | [Screen Producers Association](#)
- 2014 | Cultural Leadership Workshops | Multicultural Arts Victoria
- 2014 | Above All Human | conference for digital startup founders, designers and innovators
- 2014 | Storyology (digital storytelling media profls), Sydney | Media Entertainment & Arts Alliance
- 2014 | Generation Next Online Video Conference, Docklands | Open Channel
- 2013 | Emerging Producers Workshop (film - [Stephen Luby](#)), Docklands | Open Channel
- 2013 | Film Producers Rebate Workshop | [Screen Producers Association](#)
- 2013 | Marketing and Business Development for SMEs | Whitehorse City Council
- 2011 | National Screenwriter's Conference, Phillip Island | Australian Writers Guild
- 2007 | Online Media Savvy 101 (Government & Non-profit) | Hooteville Communications
- 2005 | Public Relations Seminar | Media Entertainment and Arts Alliance
- 2003 | National Freelance Convention, Sydney | Media Entertainment and Arts Alliance

INTERESTS

- Foster Parent/carer, Foster care of refugees from Vietnam and Central America
- Monash Alumni (2007) | partnered with Mauritian national (International Student Friendship / Mentoring program)
- Playwright / Actor / Writer / Producer
- Overseas travel (self – funded)
 - 1996 to 1997 | Independent travel 17 countries (including two month working engagement Israeli kibbutz)
- Avarian breeder – Finches | Java and Zebra

REFEREES | Available upon request

ⁱ source: Scott Morrison, Prime Minister of Australia, Josh Frydenburg, Australian Federal Treasurer | Liberal Party Policy

ⁱⁱ source: American Film Market 2017