

Sean McIntyre

Content Producer

Personal details

✉ sean.mcintyre@wisewords.com.au

☎ +61413397441

🏠 3130 Blackburn

🇦🇺 Australian

🌐 wisewords.com.au/about-us

➤ LinkedIn - Corporate | seanmcintyrewisewordsmedia

➤ LinkedIn - Creative | seanmcintyreallumnyfilms

➤ Services Summary - Folio | <https://www.linkedin.com/services/page/80008a31538349b118/>

➤ Video Content - Folio | 'this life' series | <https://www.youtube.com/@thisinternationalstudentlife/channels>

➤ Content - Folio | <https://www.wisewords.com.au/consulting/folio/>

➤ Callumny Films | Producer Showreel - <https://vimeo.com/246182679>

Skills

CMS – Wordpress, Drupal, ●●●●● Joomla, Blogger, prWeb.com

MS Office ●●●●●

Profile

Customer-centric. Deadline driven. Story-teller. Competitive advantages:

- Wise Words Media employs words, images, video and audio to tell stories that communicate, establish, drive and convey consistent messaging
- Driving each creative brief through the development process:
- •• conceptual ideation, stakeholder brief / input / feedback to deadline
- Publishing/Distributing content via digital/print channels.
- Amplifying communications via OTT/YT platforms for consumption by targeted audiences, segments and industry stakeholders

Communications, Marketing professional | Content Statigist - video/OTT content | Consulting Services - B2B Broker, B2C Intermediary

Integrates seamlessly into new sectors: professional services, international student education, tourism, corporate sector, OTT sector, the arts, SMEs, facilities mgt services, online/tech start up space, events, finance, legal and government.

Education

Bachelor of Business (Banking & Finance) Feb 1991 - Sep 2003
Monash University, Melbourne

University of Oxford Jul 2010 - Aug 2010
Exeter College, Oxford, UK
Creative Writing Summer School

Employment

Content Producer/Strategy Consultant Sep 2003 - Present
Wise Words Media/Callumny Films (ABN)

Marketing communications, white-collar professional services throughout many sectors. Experienced content producer: Marketing Communications, Content, Project Management, Project Marketing, Media/PR liaison & management, Digital Marketing Content- words / video / audio/ photography

2020 – present Content Producer, Content Strategist video | audio | words | images

bespoke, boutique agency providing professional services in marketing communications, video content & consulting:

- unscripted / scripted factual digital content production / distribution
- marketing communications content & collateral

Services

- **marketing communications** | Marketing Consulting, Content Strategy, Marketing Strategy, Writing, Editing
- **content** | Project Management (3rd Party Supplier's – video, photography, graphic designers), Editing, Production, Videography, Event Photography
- **consulting** | #OTT Distribution, Strategic Planning, Growth Marketing, Public Relations, Livestream – broadcasting production management

Educating/Helping companies & SMEs innovate and thrive. Curated video content distribution strategies - OTT markets (VOD, SVOD, AOD, AVOD, FAST channels) delivering access to 1.4 Billion Smart TVs & devices across the globe:

- maximising/increasing ROI on digital marketing campaign investment & event activations around creation/repurpose of digital assets & video content library

MS Project	● ● ● ● ●
Filmora 10 (video editing)	● ● ● ● ●
Canva	● ● ● ● ●
Social media – marketing automation tools	● ● ● ● ●
eDM's	● ● ● ● ●
Adobe Indesign	● ● ● ● ●
Photoshop 6	● ● ● ● ●
Dropbox, Vimeo	● ● ● ● ●
HTML	● ● ● ● ●
CRM – Salesforce	● ● ● ● ●
Google Docs	● ● ● ● ●

Hobbies

- reading, movies, hiking, current affairs, travel, sailing, photography/video, volunteering

wisewords.com. au/consulting/cv

- ADDENDUM #1 | Achievements
- ADDENDUM #2 | Professional Development
- ADDENDUM #3 | Soft Skills / Capabilities
- ADDENDUM #4 | Freelance (ABN) / Contract (PAYG)

2020 – present Content Producer/Strategist | 'this life' series (ABN)

Video content production, distribution & business development strategies (sports media, public transport infrastructure, commercial property, tourism, destination marketing). Stats - international student education content:

- Feb 2022-Sept 2023 1100+ hours of views, 716k impressions. 18-24yrs 69.8%, Male 67%, 5.7% CTR (click through rate), Ave View Duration 1 min 09 secs (8 seconds = Gen Z content attention span | SOURCE: VisionCritical & EduTech start-up Vudoo.com)
- Gen Z Viewers from around 15 countries aged 15 to 35 for international student education content, especially themed / planned calendar topics
- pre-event/post-event: micro-posts, teasers, newsbites and longer form
- event coverage content: accumulating/generating by attending events/trade shows/conferences/presentations
- OTT Business Devt Activities & Relationship building: vuulr.com (Singapore), filmwallet.com (Malaysia), Binge TV (USA), ZEE5 (India), Cincopa (Canada), StreamTV (USA), Kaltura (Israel), Video Elephant (Ireland), Asia TV Forums
- International OTT markets/platforms (VOD, SVOD, AOD, FAST channels)

2016 – present Producer, Content Strategist (ABN)

- 'The Contract: Project: Waterman' (webseries, released (2021)) | producer/writer/director/DoP/editor

2016 to 2018 Comms, Producer RareAmazing Productions (project partner)

- 'LEATHERDADDY' (feature, released 2 May 2019 (USA)) filmed Paris, France 2017, Australia/France co-production (filmed in French, English subtitles)

2010 to 2018 Producer/Founder / content producer | aggregate value \$10k

A Fistful Of Scripts (event) and A Fistful Of Scripts v2.audio (podcast) (ABN)

Podcast | product development

- Communications strategy - audio content | Acast, Spotify, iTunes, googlePlay, social media branding
- Themes: social inclusion, specifically to assist English language students world-wide
- Driving project deliverables against critical deadlines for extensive audio content project
- Evolving from successful live events series: 'A Fistful Of Scripts', Theatre Works, St Kilda 2010 to 2018 (City of Port Phillip)
- Audio trailers available for review: 'KIDS', 'HARVEST', 'REUNION', 'ADDICT', 'HOW TO KILL YOUR FAVOURITE CHARACTER', 'THE TIC TAC MEN'

2015 to 2018 Producer/Business Devt 'A WAY TO LIVE' in development, feature film (ABN)

- American Film Market 2017 (L.A.,USA) | Meetings - Sales/Distribution/Pitch

2014 to 2016 Producer/Comms 'KIDS', 'Lounge Theatre' - Jimmy Flinders Productions (project partner) (ABN)

- MTC Connect (Melbourne Theatre Company and Multicultural Arts Victoria)
- themes: social inclusion, pressing issues facing Australian society around diverse local communities and ethnic multicultural backgrounds
- Executing business development strategies, relationship building in partnership with key industry stakeholders: Melbourne Theatre Company and Multicultural Arts Victoria
- Driving brand development & awareness in a competitive arts events market valued at \$20k

Key Project Achievements | Event - MTC Connect 2015 NEON FESTIVAL

- event sold out - unprecedented, ground-breaking festival achievement
- Media brief - management and execution: interviews, editorial liaison, engaging and briefing photo shoot to commercial photographer creating strategic folio of digital promotional assets

2014 to 2016 Associate Producer Inaway Productions (project partner) (ABN)

corporate - digital video content | social media

- Sourcing/briefing/recruiting key crew for consideration of services, quotes and 'proof of concept'
- Stakeholder relationship management – key team member liaising simultaneously between executive producer, director, crew and clients

2013 to 2015 Prime Eagle Productions | Production Manager, Script Consultant, 2nd Assistant Director (ABN)

CAREER BREAK | Master of Information Management (fulltime)

Feb 2019 - Jun 2020

[RMIT University](#)

School of Accounting, Information Systems and Supply Chain

- Fulltime student 4 units only (approved leave: Day 1 sem 2, 2019 - Day 1 sem 2, 2020)
- advised RMIT Discontinuation of Program 29 Oct 2020, Department of Information Systems and Business Analytics
- CONTEXT: discontinuation due to fulltime carer duties - both parents hospitalised 2019 simultaneously while undertaking studies

CAREER BREAK | Carer/Power of Attorney

Feb 2015 - Aug 2020

[Unpaid Caregiver | parents – mother and father](#)

- fulltime onsite critical personal care/meals (home & aged care), medication management, arranging/attending doctor/specialist appointments, hospitalisation - multiple, ongoing emergency admissions both parents concurrently, MyAgedCare assessment applications & interviews, compliance/liaison, onsite Aged Care applications/interviews
- Travelling daily/weekly/onsite live-in/on call as needed: Blackburn- Sunbury return via public transport

Marketing and Communications Consultant (PAYG)

Jul 2014 - Oct 2014

[Faculty of Medicine, Nursing and Health Sciences, Monash University, Clayton](#)

Faculty portfolio - \$70M financial impact | Domestic and international Student recruitment activities: responsible for increasing revenue an additional \$20M by 2015.

- Reviewing marketing and digital marketing strategies for \$500m business

Bid Writer, Facilities Management Services and Consulting (PAYG)

Jun 2011 - Dec 2011

[PROGAMMED Maintenance Services Ltd, Melbourne](#)

- Targeted bid documents/offers valued: \$100k up to \$800m primary, secondary, industry

Communications Coordinator (PAYG)

Mar 2008 - Feb 2011

[Victoria University International \(VUI\), City Flinders Lane Campus](#)

International Course Guide Suite: Annual value \$>500K (2009 - 2012)

TAFE, Bachelor, Graduate, English Language Institute, Study Abroad

End to end Project Management & Editorial managing over 400 critical tasks

- Liaising with faculty stakeholders, knowledge and subject matter experts to update content to meet business processes and regulatory requirements
- Cover shoots annual value: \$15K (2010, 2011, 2012) - talent: recruiting, mobilising, logistical planning

Communications Content | Email Marketing Specialist

- Project management and content development of electronic communications, flyers, web, print media, newsletters, banners, booklets, CD ROMS, media releases, student testimonial library, media kit for distribution of branded collateral to offshore partners

Professional Memberships

- Australia Latin America Business Council (ALABC) (2021 - pending only)
- Australian Chamber of Commerce in Korea (2021)
- o Small Business Support Program (application review pending)
- Screen Producers Association (2016 to present)
- Media, Arts And Entertainment Alliance (2002 to present)

Interests

- Foster Parent/Carer | OzChild (2006-07), Anglicare (Box Hill)
- Foster care/Resettlement - Refugees: Vietnamese (1979 - 1997) & Central American (1984 - 1997)
- International Student Friendship / Mentoring program: Monash Alumni (2007) | partnered with Mauritian national
- Playwright / Actor / Writer / Producer
- Overseas travel (self – funded)
- o 1996 to 1997 | 12 months continuous solo backpacking around the globe 17 countries and 3 continents (including two month working engagement Israeli kibbutz)
- o 1996 to present | Independent travel / backpacking to 29 countries