

Sean McIntyre

Content Producer / Channel Strategist

Personal details

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🌐 wisewords.com.au/about-us

➤ LinkedIn - Corporate | seanmcintyrewisewordsmedia

➤ LinkedIn - Creative | seanmcintyreallumnyfilms

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

➤ Video Content - Showcase Episode | 'this life' series | <https://youtu.be/quYfnkQXbSg>

➤ Video Content - Folio | <https://www.wisewords.com.au/video/thislife-series-video-content/thisinternationalstudent-life/>

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

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

Profile

Content Strategist. Team Orientated. Customer-centric. Deadline driven:

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

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

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.

Employment

Content Strategy Consultant

Apr 2020 - Present

[Wise Words Media \(ABN\)](#)

Ideating strategies conceived to deliver value, ROI, organic growth, reach, discoverability & access to 1.4 Billion Smart TVs & devices across the globe.

Amplifying, curating video content distribution strategies - OTT markets/platforms (FAST channels, VOD, SVOD, AOD, AVOD).

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

Video content production, distribution, business development strategies, audience - identification, pitch & interaction: (international student education, sports media, public transport infrastructure, commercial property, tourism/destination mrktg)

OTT Business Devt & Relationship building FASTchannels.tv, Cincopa (Canada), StreamTV, Binge TV (USA), Red Holt (Dubai), Kaltura (Israel), Video Elephant (Ireland), vuulr.com (Singapore), ZEE5 (India), filmwallet.com (Malaysia), Asia TV Forums

CONTENT STATS | international student education

- 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, long form, podcasts
- event coverage content: accumulating/generating by attending events/trade shows/conferences/presentations
- maximising / increasing ROI on digital content investment & event activations around creation/repurpose of digital assets & video content library

ACHIEVED BY | 'this life' – video content series

- **Channel Growth/Optimization:** Video titles, descriptions, tags, thumbnails, playlists, podcasts to maximize organic channel growth, reach, discoverability. Monitoring YouTube analytics daily to identify opportunities to improve
- **YouTube SEO/Trends:** Implementing SEO strategies-content optimized for search and recommended videos. Responsive to YouTube algorithm changes, industry trends, best practices

Skills

Basic Client Interaction	●●●●●
Rights Understanding	●●●●●
Managerial Skills	●●●●●
Analysis & Reporting	●●●●●
Youtube Amplification	●●●●●
Youtube Optimization	●●●●●
Youtube Monetisation	●●●●●
Youtube Rights Management	●●●●●
OTT Rights Management	●●●●●
Vimeo	●●●●●
Filmora 10 (video editing)	●●●●●
CMS – Wordpress, Drupal, Joomla, Blogger, prWeb.com	●●●●●
MS Office	●●●●●
MS Project	●●●●●
Canva, Social media – marketing automation tools, EDM's, Dropbox, Adobe Indesign	●●●●●

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)

- **Audience Engagement:** Fostering/Building new communities by responding to comments, viewer interaction, developing strategies to increase viewer engagement, likes, shares, subscriptions
- **YouTube Rights Management:** Ensuring uploaded content copyright compliant. Monitoring Rights Management re: copyright claims, disputes, issues
- **Analytics / Reporting:** Executing detailed pitch concepts proposals with external stakeholders (client facing). Reviewing daily YouTube analytics/performance metrics to measure content strategy effectiveness. Showcasing key audience targets, performance indicators/ insights.
- **Content Strategy Development:** Developing/executing comprehensive content strategies for YouTube channels/OTT distribution aligned with brand objectives & target audience. Identifying trends, topics, formats to resonate with known audiences to drive engagement
- **Collaboration with Industry Stakeholders:** Working closely to ensure content strategy consistency / alignment across all industry sectors eg Study Melbourne. Able to provide guidance, mentorship, support to peers / colleagues upon request.
- **Video Production/Collaboration:** Collaborating with 3rd party suppliers, creative teams, videographers, editors, graphic designers. Managing end-to-end video production. From ideation to publishing (Including shooting, film permits, location management). Producing targeted, high-quality, engaging video content.
- **Cross-functional Collaboration:** Collaborating with Industry Stakeholders where possible such as interviews, trends, marketing, social media, PR to align YouTube content with broader industry trends & brand strategies/initiatives

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

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

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

Services

- **consulting** | #OTT Distribution, Strategic Planning, Growth Marketing, Livestream – broadcasting production ideation & management

Content Producer

Sep 2003 - Present

Wise Words Media/Callumny Films (ABN)

- **marketing communications** | Marketing Consulting, Content Strategy, Marketing Strategy, Writing, Editing, Public Relations
- **content** | Project Management (3rd Party Supplier's – video, photography, graphic designers), Editing, Production, Videography, Event Photography 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

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)

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

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'

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](#)

CAREER BREAK | Carer/Power of Attorney

Feb 2015 - Aug 2020

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

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

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)

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