

Fri 29 Sept 2023

Ms Annabelle Gonzalez
S2M Executive
Suite 305 / 50 Holt St
Surry Hills NSW 2010

Dear Ms Gonzalez

Re: SNR Channel Manager | VA Media

Thankyou for inviting me to submit for this role supporting VA Media's 'compelling content and marketing strategies'¹. When consulting as a content producer / channel strategist, my goal is to achieve and improve organic growth, reach, discoverability within defined target channel audiences.

I work within - and understand - the professional ecosystem around film, content and distribution:

- WHY - champion of film
- HOW - champion of channel brand
- HOW - consulting/contributing to VA Media business model
- WHAT - contributing to cohesive content strategy

I like to work strategically, collaboratively and collegiately to execute strategies - whether internally within a team, or externally through partnerships with creatives, producers, designers, industry stakeholders and film partners. Underpinned by channel growth/optimization, I employ words, images, video and audio to engage/build audiences:

- YouTube SEO/Trends, YouTube Rights Management, Analytics / Reporting, Collaboration with Industry Stakeholders
- Video Production/Collaboration, Cross-functional Collaboration, DIY video production, shoot planning and crew management, filming and editing
- Submissions: detailed pitch concepts proposals with external stakeholders (client facing)
- [Wise Words Media / Callumny Films | Services & Folio Items](#)

Branding, storytelling and marketing are key drivers for me. Skills and experience include:

- Collaborating with 3rd party suppliers, creative teams, videographers, editors, graphic designers. Managing end-to-end video production Producing targeted, high-quality, engaging video content.
- Ideating, pitching, publishing & managing content: websites, intranet, social media channels
- Driving audience engagement by developing / coordinating communication content and collateral
- Managing strategic content activities/processes as trusted 'go to' person for guidance & advice
- Developing effective relationships with key stakeholders organisation-wide at all levels

I am available immediately and certified as double-vaxxed, double-boosted for CoVid-19. A key driver in applying for this role is security. I would also like to work on-site full-time. I am returning to the workforce after 4.5 years as full-time carer for both parents.

Thankyou for considering my application. If you require any further information, please do not hesitate to contact me at any time. I look forward to your timely response.

Kind regards

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- [LinkedIn - Wise Words Media](#)
- [LinkedIn - Callumny Films](#)
- www.wisewords.com.au/about-us/

¹ Russel Foy, FASTChannels.tv - Toronto, Canada

ADDENDUM 1

Why I want to work for VA Media | SNR Channel Manager

For a myriad of reasons, it's factually correct to say that creatives - whether film, content or both - have little interest in, or time for, strategic objectives and business development tasks such as rights management and content optimisation.

Demonstrating strategic mindset and creative flair, I am uniquely placed to do this. I'm keen to join to deliver improved organic growth, reach, discoverability. I believe my experiences, values and goals are aligned perfectly with VA Media's business model, strategies and organisational objectives. My values, skills, experiences and capabilities are aligned and reflected in the PD:

- '...responsible for overseeing the growth, optimization, audience engagement, YouTube rights management, and collaborating closely with channel managers to ensure a cohesive content strategy across all our YouTube channels'.

I first met with VA Media in 2017 (known then as 'Valley Arm Media') while sharing a co-working space at ACMLx. I've followed the progress of the business with interest, especially as my professional interest and experience within the OTT sector grew. During April 2020, I identified the OTT sector as a career goal.

WHY - champion of film | Producer, Professional (attendance, memberships)

- Film (IMDB), Video Content - 'this life', A Fistful Of Scripts, A Fistful Of Scripts v2.audio (podcast)
- Youtube (Docklands, 2014), Screen Forever (2017), AFM (USA, 2017) Asia TV Forums (2020), Cannes (online, 2020), Emerging Producer Workshop (Docklands, 2012), MIFF, SXSW, Monster Film Festival
- Screen Producers, MEAA, Professional Development, Mentoring: Stephen Luby

HOW - champion of channel brand

I'd consider working as a SNR Channel Manager as an opportunity to meet my career objective to contribute my knowledge, global contacts and professional skills as a valuable resource to the business. I'm keen to contribute and show initiative by identifying known global talent for consideration:

- OTT sector contacts per resume
- Daniel Armstrong, Producer/Director (Horror), Russell Gow Producer/Director (Horror)

HOW - consulting/contributing to VA Media business model

'Creative thinking' in a strategic sense also through discussions around new initiatives for consideration such as podcast playlists, interviews with producers, filmmakers and content creators.

I can contribute to teams within the business as a creative thinker with a keen eye for visual aesthetics and storytelling. I bring strong communication and interpersonal skills to collaborate with diverse teams and stakeholders.

WHAT - contributing to cohesive content strategy

I can demonstrate experience in project management community building, audience identification/retention and growth:

- [Wise Words Media | achieving significant 'cut thru' in the Gen Z video content space](#)

ADDENDUM 2

Marketing communications professional, content producer

When tasked with producing content & collateral for major programs/initiatives, I like to work collaboratively and collegiately to provide support for strategic internal & external communication and engagement plans. As a marketing communications professional, story-teller and content producer, skills and experience include:

- Writing and coordinating compelling and engaging content for digital platforms and print channels
- Ideating, pitching, publishing & managing content: websites, intranet, social media channels
- Support of organisation priorities and objectives by developing and executing effective enterprise communication campaigns and activities
- Driving audience engagement by developing / coordinating communication content and collateral
- Delivering communication activities/processes as a trusted 'go to' person for information & advice
- Developing effective relationships with key stakeholders organisation-wide at all levels

Marketing, branding and storytelling are key drivers. I employ words, images, video and audio to tell stories that drive or convey consistent messaging. Recent activities during and after CoVid-19 lockdowns also provide insights into skills and capabilities developed and integrated into my marketing and communications experience:

- Design - Delivering desktop design, including communication templates, posters, social graphics and updating presentations, brochures and publications
- Video - DIY video production, shoot planning and creatives managements, filming and editing to support team member and sharing
- [Wise Words Media | Services & Folio Items](#)

I can also integrate and apply content strategy and content development using video and audio into any future role(s). I attended [Melbourne International Student Week](#) 2022 events as an exercise in networking to create targeted video content - strategic, unique, timely, topical:

- [CQU University Melbourne](#) - Indian International Students
 - [ALUMNI SUCCESS STORY - Priyanka Kaur, entrepreneur](#)
- [Wise Words Media | Achieving significant 'cut thru' in the Gen Z video content space](#)
- [Wise Words Media | about us](#)