

Sean McIntyre

Consulting - OTT Strategies /
Content Producer /
Communications Specialist

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/content/folio/>

Hobbies

■ travel, sailing, photography/video, volunteering

■ reading, movies, hiking, current affairs

Profile

Award Winning Media Production & Marketing Communications professional

- 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 distribution, strategy and operations - OTT, YouTube
- Managing each creative project brief through the development process:
- > > conceptual ideation, stakeholder brief / input / feedback to deadline
- Distributing content via digital/print channels
- Wise Words Media employs words, images, video and audio to tell stories that establish, communicate, drive and convey consistent messaging

Content Strategy Consultant - Story-teller/OTT platforms/Video content |
Consulting Services - B2B Broker/B2C Intermediary/Communications Specialist

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, commercial property, sports media, legal and government.

Achievements | Wise Words Media - Winner

2023/24 Corporate LiveWire Global Awards (UK)

- 2024 Media Production Company of the Year - Australia
- 2024 Marketing Communications Agency of the Year - Australia
- <http://www.corplivewire.com/>

Employment

Content Strategy Consultant

Apr 2020 - Present

Fast Channels Media (ABN), Melbourne (owned by Wise Words Media)

Ideating strategies conceived to deliver value, ROI, organic growth, reach, organic 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).

Personal branding via LinkedIn, events, educational seminars, submitting articles to notable blogs advocating business solutions available within OTT space

OTT Business Devt & Relationship building FASTchannels.tv, Cincopa (Canada), Tinititi, Parks Associates, IRIS.TV, StreamTV, Binge TV, Stream Go Media (USA), Red Holt (Dubai), Kaltura (Israel), Video Elephant (Ireland), vuulr.com (Singapore), The Streaming Lab, ZEE5 (India), filmwallet.com (Malaysia), MEDIAGENIX (Belgium), 2023 OTT Executive Summit Florida USA, Asia TV Forums

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 mktg

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

Education

Bachelor of Business (Banking & Finance)

Feb 1991 - Sep 2003

Monash University, Melbourne

University of Oxford (Exeter College)

Jul 2010 - Aug 2010

Creative Writing Summer School, Oxford, UK

Skills

Empathy	●●●●●
Collaboration / Mentoring	●●●●●
Stakeholder Relations / Client Interaction	●●●●●
Industry Engagement	●●●●●
Time Management	●●●●●
Brand Personas	●●●●●
Managerial Skills	●●●●●
OTT Rights Management	●●●●●
Youtube Rights Management	●●●●●
Rights Understanding	●●●●●
Youtube Optimization	●●●●●
Youtube / Vimeo Amplification	●●●●●
Youtube Monetisation	●●●●●
Analysis & Reporting	●●●●●
Filmora 10 (video editing)	●●●●●
CMS – Wordpress, Drupal, Joomla, Blogger, prWeb	●●●●●
MS Office	●●●●●
MS Project	●●●●●
Canva, Social media – marketing automation tools, EDM's, Adobe Indesign	●●●●●

- 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
- **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 / Content Producer

video | audio | words | images - Bespoke, boutique consultancy

Industry specific professional consulting services, OTT video content strategies & distribution to OTT content platforms:

- unscripted / scripted factual digital content production / distribution models
- livestreaming for business growth: driven by annual content calendar(s), advocating live outdoor production model(s) | sports media, tourism

Services

- **client focus** | FAST CHANNELS, OTT, OTT strategy for marketing professionals, digital agencies, SME's, tertiary institutions, sports media and wider stakeholders within their industry eco-systems
- **consulting** | #OTT Distribution, Strategic Planning, Growth Marketing, Livestream – broadcasting production model ideation, pitch & management

Content Producer / Film Producer

Sep 2003 - Present

Wise Words Media / Callumny Films (ABN), Melbourne

video | audio | words | images

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, writing, editing

Professional Memberships

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

wisewords.com.au/consulting/cv

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

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

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)

RMIT University

Feb 2019 - Jun 2020

CAREER BREAK | Carer/Power of Attorney

Unpaid Caregiver | parents – mother and father

Feb 2015 - Aug 2020

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 expert
- Cover shoots annual value: \$15K (2010, 2011, 2012)

Communications Content | Email Marketing Specialist

- Project management and content development of electronic communications

Volunteer Mentor | Commercial Project Brief

University of Melb | Commercial Project Brief

Jan 2024 - Mar 2024

Practera, Melbourne

- University of Melb | Mentor to tertiary students
- Project Brief | Growth Strategy - OWeek viz a vis Virtual Reality
- 1 x cohorts of up to 8 people
- project timeline: 3 weeks from project brief to report delivery
- outcome: delivery xx pages report - high quality, commercial standard

University of Melb | Commercial Project Brief

Jan 2024 - Feb 2024

Practera, Sydney

- University of Melb | Mentor to tertiary students
- Project Brief | Digital Strategy - FASTCHANNELS (OTT) viz a vis Sports Media [football]
- 1 x cohorts of up to 8 people
- project timeline: 3 weeks from project brief to report delivery
- outcome: delivery xx pages report - high quality, commercial standard

University of QLD | Commercial Project Brief

Nov 2023 - Dec 2023

Practera, Sydney

- University of QLD | Mentor to tertiary students
- Project Brief | Funding (Venture Capital)
- 1 x cohorts of up to 8 people
- project timeline: 2 weeks from project brief to report delivery
- outcome: students delivered xx page report

University of NSW | Mentor to tertiary students

Oct 2023 - Nov 2023

Practera, Sydney

- University of NSW | Mentor to tertiary students
- Project Brief | Digital Strategy
- 1 x cohorts of up to 8 people
- project timeline: 2 weeks from project brief to report delivery
- outcome: students delivered 28 page report - high quality, commercial standard