

ADAM CANTLEY
INTEGRATED PRODUCER

Profile

I'm a creative Producer with 15 years' experience in mixed media content production, studio management and client service. I've worked with boutique agencies, production studios, worldwide agency groups and global brands in Australia and the UK.

I have a passion for all forms of visual craft and love working with different disciplines which includes: motion, stills, print, editing, animation, vfx, design and sound. As a studio lead, I can manage teams and projects providing guidance and structure. But I can make the transition to a Director/Producer on individual projects which require a specific touch.

Balance is key in my role. I ensure that all invested parties needs are met in all projects. From the client all the way through to a photographer or an animator. It's my hands on experience and insight into production practices that enables perfect harmony for project success, sustainability and profit.

Skills

Motion & Stills

Directing, producing, production documentation, budgeting, scheduling, logistics planning, safety and traffic planning, casting, location scouting, resource booking, contracts, on set management.

Post-Production

Studio management, resource booking, project scheduling, Post-production pipeline management in: Design, Retouching, Video Editing, Motion Graphics, Stop-motion, 3D Modelling, CGI/VFX animation and Audio. Delivery/despatch spec knowledge on processes for print, digital and broadcast platforms.

Technical

Creative writing, illustration/storyboarding, photo editing, video editing, photography and lighting, sound recording, first aid, white card (OHS) and yellow card (traffic control). Microsoft office, Google suite, Keynote, Adobe Photoshop, Premiere, Video encoding, Wordpress, Basic HTML, CMS platforms and Critrix/BCC/Spectra software.

Agency

Client service, pitching, proposal documentation, contracts, project scheduling, project management, budgeting, stakeholder reporting, presenting.

Experience

Freelance Integrated Producer, Sydney, Jan-May 2019

HINO Australia brand TVC, Redboat, Xavier Adverting
CSIRO Aust National Outlook 2019 report animation, Redboat, CSIRO
Carbon Capture and Storage report animation, Redboat, CSIRO

Senior Producer, Hogarth Australia, Sydney, May-Nov 2018

Producing and directing for joint venture WPP agencies across Australia such as Ikon, JWT, Mediacom and Geometry.
Mentoring junior producers.
Achievements: Successfully pitching on a global campaign for Kimberly Clarke International and Directing the key brand film.
Clients: Kimberly Clarke, Dell, Revlon, Nicorette and Colonial First State.

Senior Producer, Y&R Australia, Sydney, April-May 2018

Producing video and stills content championing the charity work sponsored by Colgate for the South Sydney Rabbitohs.

Head of Production, The Operators Creative, London, UK, 2016-2018

Managed the entire production pipeline including shoot productions, VFX and Animation, studio management with a team of 12, booked resources, oversaw projects physically and financially with an annual revenue over £1 million.

Achievements included successfully pitching on annual global social campaign projects for Heineken and Samsung.

Clients: John Lewis, Costa Coffee, Nurofen, Samsung, Heineken, Heinz, Toyota, Nestle.

Producer, Postbox Studios/Shotbox Films, Sydney, 2013-2015

Produced and Directed broadcast and digital content for both partnered studios.

Managed shoot productions in India and Singapore.

Account management roles for direct clients like AGL, Harris Farm and Accenture.

Clients: QBE, NRMA, Choice, Healthdirect Australia, AGL, Accenture, Coles and Harris Farm Markets.

Producer, More Sauce, Sydney, 2010-2013

Development of digital series, broadcast content and long-form projects with lead team.

Freelance Producer, Sydney, 2009-2013

Clients: Universities Australia, Hyundai, Elgas, EA Games, Phillip Morris, Bankers Trust, IMG Worldwide, Westpac, Seafolly, Sass & Bide, Camilla, Myer, David Jones, K-Mart, Endemol Shine, Australian Fashion Week.

Integrated Producer, Massive Interactive/Massive Vision, Sydney, 2004-2009

With support from the STW Group I played an integral part in developing Massive Vision from a traditional video production company into an integrated digital specialist, one of the first in Australia at that time. Produced campaign websites, social campaigns, online games, TVC's, Interactive films, digital signage and music videos.

Clients: Qantas, IBM, Vodafone, Barnardos, Powerhouse Museum, RailCorp, Elizabeth Arden, ATO, Jack Daniels, Vodafone and Schick.

Production Assistant, WYSIWYG Design, Sydney, 1998-2000

Assisted the management of design and print departments. Developed my design and team management skills with on the job training.

Education

TAFE, Sydney, 2000-2002

Diploma in Film and Television Production
Certificate in Production Design and Staging
Certificate in Office skills

AFTRS, Sydney, 2012

Production Budgeting and Accounting
Introduction to Screenwriting

Metro Screen, Sydney, 2003

Adobe After Effects Fundamentals