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## BERNARD PURCELL

### Career Summary

- 2009 – present**      **DIRECTOR**  
**RichMedia Consultancy**  
RichMedia is a consultancy business focused on production with a further emphasis on web-based delivery. My offerings include producing, directing, writing and editing as the project requires. I am currently working with several companies to merge their media content with online delivery and management systems – particularly e-learning. I have developed a growing, consistent portfolio of clients over the last 5 years. <http://www.rmc.asia>
- 2007 – 2009**      **EXECUTIVE PRODUCER**  
**coup**  
I was employed by a professional / organisational development company who sought to increase their production capabilities. Working with blue ribbon clients, I was the executive producer for videos, events and digital projects. I managed the day-to-day running of the business, including personnel and procedural development. I increased sales through consistent BD activity with new clients and re-invigorating existing accounts. <http://www.coup.com.au>
- 2006 – 2007**      **SENIOR PRODUCER**  
**Aether Media Group (Inc. 8am Worldwide & Newzpoint) Dubai, UAE**  
Contracted as writer, producer, director and editor for slated corporate productions. This included training and promotional films. Also developing online delivery systems for "rich" media for B to B websites with 8am Worldwide. I assisted with business development through government and non-government entities. <http://www.newzpoint.com>
- 2004 – 2006**      **ACADEMIC CHAIR / FACULTY**  
**Dubai Women's College, Communication Technology Department, Dubai, UAE**  
Initially, I taught film and video production as well as business of media courses to Higher Diploma and Bachelor students. I was Academic Supervisor for the last 6 months where I ran day-to-day operations and curriculum development. Importantly, I developed close ties with local media industry in film and video production, graphic design, PR and advertising. <http://dwc.hct.ac.ae/dwcweb/index.php>
- 2003 – 2004**      **HEAD OF PRODUCTION**  
**e-media Corporation**  
As Head of Production I oversaw all productions, produced critical projects for key accounts and continued to grow sales. I streamlined the production process and increased the film and video capabilities of the company. I scripted and developed concepts for clients as necessary. My time at e-media saw marked increases in production and profit. <http://www.e-media.com.au/>
- 1998 – 2003**      **OPERATIONS MANAGER**  
**Point Blank Media Group 2002-2003**  
I undertook the promotion of the web and multimedia production offerings as well as marketing off-the-shelf software applications. I took on the dual roles of BDM and Account Manager, maintaining an existing client base as well as winning new sales. I was responsible for the complete production cycle from brief to delivery and then growing the account through my strong client relations. As necessary, I scripted, produced and directed corporates and television commercials. <http://www.pbm.com.au/>

## **BUSINESS DEVELOPMENT / ACCOUNT MANAGER**

**IconMedialab** 2000-2002

IconMedialab was an international web development company that contained an established multi-media group under my management. With an international banner, I took the company's total offerings to market as a BDM and Account Manager. During this time I also continued to manage film and video production, web production and multi-media development.

## **HEAD OF PRODUCTION**

**Vitascope** 1998-2000

Vitascope was a leading video production company that had grown to include multimedia and web development. I undertook hands-on production, production supervision, post-production management and account management. I successfully tendered for, and won, many major projects in my first year that increased the capital flow for this growing enterprise. Such clients include Toyota Australia, Olympic Roads and Traffic Authority, Compaq and Lucent Technologies. Vitascope was sold to IconMedialab.

**1997 – 1998**

## **SENIOR PRODUCER**

**OTEN (Open Training and Education Network)**

OTEN is a government educational organisation that produced Japanese and Mandarin language programs for primary schools across Australia. As Series Producer, I oversaw up to ten hours of live television per week – broadcasting via satellite. The rigours of constantly conceptualising, writing, pre-producing and then broadcasting such intricate educational material meant that the systems had to be in place to achieve such high results. The programs are now aired on SBS TV. <http://www.oten.edu.au/>

**1993 – 1997**

## **MANAGING DIRECTOR**

**Left Field Films Pty Limited**

As an independent producer, I developed projects for film and television while producing projects within the company and for other organisations.

## **Education/Qualifications:**

### **Post-Graduate Diploma (1 yr.)**

#### **Australian Film Television Radio School 1992**

- Cinematography
- Feature film production
- History of cinema
- Scriptwriting
- Multi-camera production
- Picture editing and post-production
- Music
- Pitching
- Planning and packaging
- Design
- Law and business essentials
- Sound design and production

### **BA Communications (3 yr.)**

#### **University of Technology, Sydney 1988-1990**

- Radio 1
- Screen production
- Textual and screen theory
- Post production
- Sync sound
- Music
- Multi-camera production
- Scripting
- Screen studies

## **Technical Skills:**

Proficiency to above-average skills in:

- Mac and PC operating systems
- Adobe Premier Pro CS6
- Adobe After Effects CS6
- Final Cut Pro
- Microsoft Office Suite

- Digital video
- Digital audio
- Filming (HD Video) and Lighting

#### Film & Television Credits:

YOTS Panel show	- Line Producer - Pilots x 2 for Youth Off the Streets
Shuo Shuo Xiao Xiao	- Series Producer Mandarin live via satellite (OTEN)
Nihongo Daisiki	- Series Producer Japanese live via satellite (OTEN)
Following The Fenceline	- Assoc. Producer documentary (ABC TV)
H.E.V.V.S	- Writer / Producer (Broadcast on SBS TV's Eat Carpet)
Polly	- Production Co-ordinator (BBC Horizon)
Encounters	- Production Manager (Feature)
The Inheritors	- Producer Situation Comedy Pilot (24min)
Bernie's World	- Producer Situation Comedy Pilot (7 min)
Dennis	- Writer/Producer/Director/Editor (Short)

#### TVC Credits:

National Geographic Channel	- Writer / Producer / Director TVC
Clean Up Australia	- Writer / Producer / Director TVCs
Australian Paralympics	- Writer / Producer / Director TVCs
AOL	- Writer / Producer / Director cinema advertisement
Youth Off The Streets	- Writer / Producer / Director TVC and CSA
Beck's Beer	- Producer / Director cinema advertisement
Centrepont Tower	- Producer TVCs x 3

#### Corporate Credits:

Macquarie Group	- Producer/Director/Editor – internal and external videos
Equinix	- Producer/Director/Editor – videos throughout Asia
Downer	- Producer/Director/Editor – safety series
ASIC	- Producer/Director/Editor – MoneySmart Teaching video series
Open Universities Australia	- Producer/Director/Editor – MOOC series
Human Synergistics	- Producer/Director/Editor – videos and events
NSW Teachers Federation	- Producer/Director/Editor – broadcasts
Landcom / UG NSW	- Producer/Director/Editor – human stories for new land releases
Ernst & Young	- Producer/Director/Editor – internal and external videos
Peer Support Australia	- Executive Producer – development & promotional videos
Aurecon	- Executive Producer – 40 minute drama
Westpac	- Producer (Series of capability dramas – people and Performance)
Emirates Airlines	- Writer / Producer / Director / Editor training video
HSBC International Bank	- Writer / Producer / Director / Editor promotional video
CEMEX	- Writer / Producer / Director / Editor promotional video
Qantas	- Producer / Director Training videos
AMP	- Producer / Director promotional videos
RTA	- Writer / Producer / Director environmental videos
OPTUS	- Producer Healthpoint videos
ORTA	- Producer Olympic Transport Training Series
POW Hospital	- Producer Training Series
ATO	- Producer Television VNRs x 2
Australian Paralympics	- Producer promotional videos / music clips
Toyota Australia	- Producer various videos x 12
Lucent Technologies	- Producer promotional video
Sunbeam	- Producer promotional video
Multiplex	- Producer promotional videos
EPA	- Producer Environmental videos
Commonwealth Bank	- Producer Training videos

#### Multimedia Credits:

Metallica / GFS	- Writer / producer – furniture design and production website
Artica	- Producer – furniture design and production website
ALP	- Producer - Online Education – political website
SERF	- Producer - Superannuation website
Snackbrands Australia	- Producer - FMCG brochureware website
Permanent Trustees	- Producer - Finance website

Toyota Australia	- Producer - New Model / Training CD ROMs x 2
Lucent	- Promotional - CD ROM
MasterCard	- Promotional - CD ROMs throughout Asia

#### A.D. Credits:

Encounters	- 1st AD (Feature film)
Micro-pilots x 3	- 1st AD (Television Series Pilots)
Burnside Children's Unit	- 1st AD (Commercials x 3)
Two Wheel Time machine	- 1st AD (Short Drama)
Doc	- 1st AD Documentary (Film Australia)
English At Work	- 1st AD SBS TV Drama x 3 eps
Australia Remembers	- 1st AD Film Australia (commercials)
Submarine	- 1st AD Film Australia (Recruiting Film)
Defence Selection	- 1st AD Film Australia (Defence Forces)
Crisis Team	- 1st AD Film Australia (Naval training)
Bordertown	- 3rd AD ABC TV Drama
G.P.	- 3rd AD ABC TV Drama
Sins	- 3rd AD ABC TV Drama

#### Floor Managing / First AD:

1997	World Telly Two	- Floor Manager
	Open Training and Education Network	- Floor Manager
	Foxtel Productions	- Floor Manager
1996	Open Training and Education Network	- Floor Manager
1995	AFTRS Theatre Directors Workshop	- Floor Manager
	AFTRS Intermediate Directing Course	- 1st AD
	NEPEAN / AFTRS Directing Course	- 1st AD

#### Educational Employment:

2014 – 2016	Learning Plan <a href="http://www.learningplan.com.au">www.learningplan.com.au</a>	- Content producer/editor
2014 – 2016	Cubic Consulting <a href="http://www.cubicconsulting.com.au">www.cubicconsulting.com.au</a>	- Content producer/editor
2013 - 2014	Open Universities Australia	- Content producer
2004 – 2006	Dubai Womens College	- Faculty member & Academic Chair
1993 - 2003	Boston University Placement Program	- Official Mentor Partner
1998 – 2004	Ongoing workplace training for employees	- Mentor and session facilitator
1997 – 1998	OTEN (Open training & Education Network)	- Senior Producer broadcast courses
1997	Metro Television Multicam Course October	- Course Director (2 months full time)
	Metro Television Multicam Course February	- Course Director (2 months full time)
1996	Metro Television Multicam Course December	- Course Director (2 months full time)
	AFTRS TV Courses Years 1, 2, 3 & Ext.	- Tutor (6 months full time)
1995	AFTRS Foundation Single Drama Course	- Course Director (1 month full time)
	AFTRS Production Slate	- Tutor (6 months full time)
	AFTRS Foundation Television Course	- Tutor (2 months full time)

References available on request.