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GUSS MALLMANN

storytelling expert: director & editor

CAREER OUTLINE

I'm an award-winning multi disciplinary filmmaker who leads teams through the production of innovative concepts and engaging stories across multiple platforms, focusing on generating strong business results.

CAREER SUCCESS HIGHLIGHTS

- I've structured and directed the Relentless Series with Anna Meares for Optus, consisting of 1 x 30min doco on national television via Channel 9 and 8 x online/social videos. The project had over 2.7 million views, and an engagement rate of 3.4% (from a 0.7% benchmark);
- I've edited the Relentless Series with Usain Bolt, resulting in 6.4 million views, an engagement rate of 3.9% (from a 0.7% benchmark), with Ep 1 becoming the 4th most watched ad on Youtube Australia in 2016 Q1;
- I was the editor for the web viral video Pizza Hut Mitey Stuffed Crust (2015), achieving over 2 million views in 3 days, with mentions on Forbes, Time Magazine and several other major websites;
- I wrote, directed and co-produced the independent short-film 'A Private Session', selected for competition at the Bogotá Short Film Festival in December 2016, and becoming part of the official Clermont-Ferrand catalogue;
- I won a national Award for Best Cinematography at the MVMU 2011;
- My viral video experiment Cockatoos has over 2 million views on Youtube;
- As Content Manager for Optus Music Mobile I was able to increase its revenue by 40% within the first 18 months;
- As Creative Producer at Digital Turbine, I was able to improve the net revenue of original content by 133% in the first 24 months, having made over AUD 1,24 million in revenue in the first year alone;
- I have worked alongside major accounts such as Telstra Bigpond, Optus Music & EBooks, CommBank, Über, Universal Music, Bankwest, Sony Music, Pizza Hut, EMI, Warner Music, Vodafone, Boost Mobile, HTC, etc;

- Record deal with Flashpoint Music, album recording with three-time Aria nominated producer Rob Taylor and former Def-FX band leader Sean Lowry. Showcased in the "What's Hot" section of iTunes in 2010;
- I was the Australian-based second unit director for the project The People's Cup, which was broadcasted on Globo and ESPN Brazil to approximately 3 million households during prime time.

CAREER OVERVIEW

- Freelance/Independent Work - Director, DOP, AD (Jan 2002 - Present)
- Emotive - Senior Director/Editor (Jan 2016 - Aug 2016)
- Digital Turbine APAC - Creative Producer (Sep 2012 - Feb 2014)
- Mia International - Content Manager (Dec 2008 - Sep 2012)
- Flashpoint Music & Brandeluxe - Band member, Session Musician & Songwriter (Apr 2009 - Feb 2011)
- Vortex & Contemporanea - Film & TVC Director (Apr 2005 - June 2008)

PROFESSIONAL BACKGROUND

DIRECTOR, EDITOR & MORE - FREELANCE (APR 2001 - PRESENT)

Owner, Director and Producer of Inner West Pictures. Highlights include short-film "A Private Session" (2015), CommBank Privacy Policy animated web-videos, Optus EBooks promo, web content for upcoming ABC show 'Kids Unplugged', and upcoming short-film "An Accident" (funding stage). Providing services as director, cinematographer, editor, AD, screenwriter for features, shorts, music-videos, promos, television, fiction and documentaries since 2001. Highlights include editor of viral video Pizza Hut Mitey Stuffed Crust (+2 million views in 3 days), 2nd AD in Sal de Prata (Columbia Tristar, Brazil, 35mm), Director/DOP in Na Moral (TV series, Band TV), video, music-videos A Aposta (+385,000 views on YouTube), No Nonsense (#1 Triple J Unearthed), and others. Previously, owner of production company Mallmann Films from 2002-2008.

SENIOR DIRECTOR & EDITOR - EMOTIVE (JAN 2016 - AUG 2016)

Visualising and defining the style and structure of content from conception to delivery, pitching clients and bringing ideas to life. Creatively translating the written script or concept into actual narration through images and sounds on the screen, always aiming for a unique experience. Working alongside the audience & amplification team to build narrative strategies to boost viewing success.

CREATIVE PRODUCER - DIGITAL TURBINE APAC (SEP 2012 - FEB 2014)

Guiding and supervising the Creative Team in the development and execution of original or client-requested content such as videos, photos, ringtones, music or soundtrack, caller tones, message tones, games, wallpapers, as well as working together with Marketing to determine and produce promotional strategies. Operating with the Digital Products team to spot trends

and original content opportunities. Writing and/or overseeing scripts, elaborating estimates and final budget, production orchestration, hiring external crew and equipment, post-production arrangement and coordination. Performing as director, photographer or music producer on set or in studio for major productions. Attend meetings and phone conferences with clients to discuss concept and clarify aspects of the creative briefs and audience targeting. Mentoring and training new team members. Responsible for licensing, copyright, and classification check of content before final delivery.

CONTENT MANAGER - MIA INTERNATIONAL (dec 2008 - SEP 2012)

Producing original audio and video content. Managing and budgeting content, its promotion, ingestion and placement. Analysing audience trends and working towards building the best tactics to leverage sales. Account Manager for Optus Music & Tones, managing clients, catalogue and shop-front. Meeting with suppliers, including the four major record labels. Dealing with other clients such as Telstra, Virgin, VHA. Reporting on sales and coordinating the creation of new services, sites, portal and apps, as well as managing social media. Mentoring and training new Content Managers.

MUSICIAN/SONGWRITER - BRANDELUX & FLASHPOINT MUSIC (APR 2009 - FEB 2011)

Responsible for arranging, performing guitars and backing vocals, songwriting for self-titled album of band Celebrity Drug Disasters, produced by three-time Aria nominated producer Rob Taylor and former DeFFX band leader Sean Lowry. Recorded at Harry Vanda's Flashpoint Studios. Mastered at Studio 301. Available on iTunes.

DIRECTOR - VORTEX VIDEO (MAY 2007 - JUN 2008)

Head Director and screenwriter, responsible for meeting with clients during briefing, budgeting, managing shoots, directing talent, recruiting crew, mentoring full-time junior staff, reviewing scripts and final edit. Works include a feature film documentary, educational videos in large scale, TVCs, corporate and music videos.

DIRECTOR - CONTEMPORANEA (APR 2005 - APR 2007)

TVC director in charge of artistic aspects of production, budgeting, pitching, meetings with advertising agencies, mood-board presentation, on-set management, directing talent, and guiding post-production until delivery. Works include TVCs broadcasted in Brazil and Argentina, video-art and commercials made exclusively for web.

EDUCATION & TRAINING

Qualifications

- Graduate Certificate in Visual Effects - AFTRS
- Bachelor of Social Communication with Honours in Advertising - PUCRS
- Diploma of Popular Music and Performance - JMC
- Diploma of Management - APC
- Post Graduation in Film Studies - UNISINOS (incomplete due to relocation)

Certifications

- Assistant Director Scholarship - MetroScreen
- Trained Content Assessor (TCA) - Australian Classification
- Producing Animation - AFTRS
- The Language of Cinema - PUCRS
- Construction of the Cinematographic Work - Modules I & II - PUCRS
- Images and Sounds - PUCRS
- Direction and Photography - PUCRS
- Introduction to Film Editing - PUCRS
- Introduction to Cinema and Television Scripts - Casa de Cinema / Santander Cultural
- Fabricating Emotions Using Reality - Casa de Cinema / Santander Cultural
- Seminar in Advertising at the 13^o World Advertising Festival of Gramado

Software Skills

- Adobe CC (Premiere, After Effects, Photoshop, Lightroom, etc)
- Logic Studio Pro
- Final Cut Pro
- NukeX
- AVID
- ProTools
- others (full list by request)

Associations

- Associate Member of the ACS (Australian Cinematographers Society)
- Member of the UBC (Brazilian Songwriter's Union)