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**MICHELE GUAI**

## **FILM, TV & ADVERTISING EXPERIENCE**

**Imagination (APAC office)** Sydney, Australia June 2015-current  
*Senior Content Producer*

- Responsible for executing creative briefs and treatments as well as line producing, co-directing and post production supervision for commercial & documentary-style screen content, radio spots, print campaigns, large-scale projection and innovative event content e.g. Reeps One Show Opener for Telstra Vantage 2016
- Successfully managed direct client & supplier relationships; responsible for all aspects of financial accounting: budgeting, reconciliation reports, planning and scheduling from creative development to final delivery. Always achieved creative project scope within budget and exceeding client expectations
- Reached clients' KPIs e.g. Telstra Ballet Dancer Award 2016 content series for The Australian Ballet & Telstra
- Team member on extensive new pitch proposals e.g. Sir John Monash Centre for DVA
- Umbrella Specialist Agency of the Year 2016 with clients such as Telstra, Ford, Westpac, Volkswagen, Commonwealth Bank, Samsung, Woodside, City of Sydney NYE

**The Bowery Collective** Sydney/Melbourne, Australia 2015-Mar 2015  
*Senior Content Producer*

- Responsible for writing creative concepts and treatments as well as line producing, directing and post supervising for online commercial content productions and TVCs from concept development stage to final delivery for Sydney office

**The Video Agency (Sydney/Melbourne/New York)** 2014-2015  
*Senior Content Producer*

- Responsible for online commercial content productions and TVCs from pre-production to final delivery by Sydney office for corporate clients like Greenland Group, CBRE, Valvoline Raceway, Sushi Train
- Prepared production cost estimates for clients and managed multiple successful budgets meeting company's profit targets and client expectations
- Managed direct client relationships and responsible for training Sydney office's production team

**Rhubarb & Custard** Sydney, Australia 2012-2015  
*Senior Content Producer*

- Freelance Senior Producer responsible for producing series of online PlayStation3 animation videos for Sony Computer Entertainment Australia
- Line Producer for Rebel Sport TVCs
- Managed direct client relationships, third-party suppliers and production budgets
- Successful market response resulted in PlayStation Europe commissioning the series to be translated in different languages for distribution across European regions

**@radical. media** Sydney, Australia 2010  
*Development Producer*

- Development Producer on pilot film of business documentary series commissioned by Singapore Economic Development Board for direction by Emmy-winning documentarian Bruce Sinofsky

- Quail TV** Sydney, Australia 2010  
*Post/Writer Producer*
- Post/Writer Producer on Channel Seven's 7-part, 1-hour reality dating series *Dinner Date*
- Beyond Productions** Sydney, Australia 2005-2007  
*Post/Writer Producer*
- Post/Writer Producer on Discovery Channel's 13-part, half-hour series *Things We Love To Hate*
  - Post/Writer Producer on Animal Planet's 13-part, 1-hour reality series *Chasing Nature*
  - Post/Writer Producer on Channel Nine's 13-part, half-hour hit series *What's Good For You*
  - Post/Writer Producer on Discovery Channel's 20-part, 1-hour series *Beyond Tomorrow*
- Live Art International** Singapore & Japan 2004  
*Development Producer*
- Researched and developed multiple projects for documentary networks e.g 1-hour documentary special *Code Name Ninja*
- Lonely Planet** Singapore & Australia 2003-2004  
*Producer*
- Producer on Lonely Planet's 8-part, 1-hour flagship hit travel series *Lonely Planet Six Degrees*; worldwide premiere on Discovery Channel in 2003
- One Last Dance** Asia, Europe & USA 2002-2005  
*Assistant Producer*
- Developed and secured Raintree Pictures' co-financing for feature film *One Last Dance* by Max Makowski
  - Nominated for Grand Jury Prize in World Cinema category at Sundance Film Festival 2006
  - Won Jury Award for Best Cinematography for a Feature Film, Newport Beach Film Festival 2006
  - European premiere at Cannes Film Festival 2006
- National Geographic Channel** Asia & USA 2002-2003  
*Director, Producer & Writer*
- Wrote, produced and directed award-winning documentary *Body Snatchers Of Bangkok*; worldwide premiere on National Geographic Channel in 2003
  - Won 1 of 4 places in "Reel Talent" Directors category in an Asia-wide competition fund set up by National Geographic Channel and Singapore Economic Development Board
  - Winner for "Best Documentary", National Geographic-EDB Awards 2003
  - Winner for "Best Documentary", Asian Television Awards 2004
  - Nominee for "Most Innovative Documentary", National Geographic-EDB Awards 2003
  - Banff Rockie Award Hors Concours, Banff Television Festival 2004
  - Official Competition Selection, Boston International Film Festival 2004
  - Official Selection, NHK Japan Prize Asian Forum 2004
- Channel News Asia** Singapore 2003  
*Series Producer*
- Series Producer on Channel News Asia's 13-part, half-hour documentary series *Bright Sparks*, commissioned by Channel News Asia and Media Development Authority of Singapore
  - Directed several episodes of the series produced by VHQ TV
- NBC** Paris, France 2001-2002  
*Field Producer on *Today*, NBC's three-hour live daily morning news program*
- Assisted in coordinating live satellite broadcast of Matt Lauer's "Where in the World is Matt Lauer" annual show from Eiffel Tower and Trocadero sites in Paris
  - Organised and managed production shoots, research materials and catering facilities
  - Bilingual French-English translator for US production team and French production team
  - Responsible for hosting VIP guests e.g. Matt Lauer, the Eiffel family, designer Tom Ford
- USA Films (now Focus Features)** New York, USA 2000-2002

*Executive Assistant to Executive Vice President of Production, Randy Ostrow*

*Executive Assistant to Senior Vice President of Production, Nancy Kriegel*

- Production coordinator for all USA films from pre-production to post-production (e.g. *Traffic*, *The Man Who Wasn't There*, *Possession*, *Pitch Black*, *One Night at McCool's*, *Session 9*, *The Kid Stays in the Picture*, *In the Mood for Love*, *Being John Malkovich*)
- Reviewed and managed script submissions, script coverage, production budgets, daily production reports, funding requests, cash flows, schedules, cast and crew contracts
- Produced weekly production department reports for review by USA's department heads
- Wrote production notes for working drafts of films in pre-production

**Clinica Estetico**

New York, USA

1997-2000

*Executive Assistant to Oscar-winning director Jonathan Demme, Oscar-winning producer Ed Saxon and Oscar-nominated producer Peter Saraf*

- Evaluated and reviewed script submissions for weekly creative development meetings
- Compiled creative research and produced script analysis notes for projects in active development, e.g. *Adaptation* (2002), *The Truth About Charlie* (2002)
- Selected by company as employee of the year to participate in Robert McKee's "Story" Seminar
- Wrote daily entertainment news reports, assisted in coordinating film shoots, film screenings and special events e.g. film premieres of *Beloved* (1998), *The Opportunists* (2000)
- Responsible for management of extensive script and video databases, video and editing facilities

**EDUCATION**

**Christie's**

Paris, France

2001

- Completed Cycle Certifié art appreciation course specialising in French art & art history

**Boston University**

Boston, USA

1994-1997

- B.Sc., Broadcasting and Film, Dean's List student, Minor in Art History

**Oxford Brookes University**

Oxford, UK

1993-1994

- Earned 1 year's credit for a B.Sc. in Hotel Management

**Marlborough College**

Wiltshire, UK

1990-1993

- Achieved GCE 'A' Levels in French, Business Studies and Geography

**SKILLS**

Proficient in all PC and MAC programs, Maconomy accounting system, MYOB, Studio Systems, FrameForge 3D Studio.

**PERSONAL**

Proficiency in reading and speaking of French, Cantonese, Mandarin and Hokkien.

## **REFERENCES**

Choy Lin Mok  
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