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PAUL LIDDLE

Director/Editor

Experience

Senior Creative at MKB Creative

October 2015 - July 2016

Lead and drive the MKB Creative Team under the guidance of the Director to develop and execute campaigns from strategy through to execution.

A creative but managerial role that is client facing and operational that focuses on delivering and executing projects to the highest degree across all mediums and platforms: TVC's, branded content, broadcast, radio and online.

Proficiency in copywriting, as well as production skills including directing and editing when required for TVC and video projects.

Exceptional attention to detail and relationship management skills.

Self-motivated, have a strong ability to work collaboratively and cohesively in a team environment but also be able to work autonomously.

Senior Editor at BWM Dentsu

June 2014 - October 2015 (1 year 5 months)

Manage an edit suite, developing campaigns for multiple brands across the organisation.

Develop high quality video assets to aid in pitch, charity and campaign work.

Director | Writer | Editor at STADIUM

March 2011 - September 2014 (3 years 7 months)

Work with clients to create the perfect visual accompaniment to their brand including managing designers as well as production requirements.

Copywriting scripts and treatments for upcoming clients and new projects as well as workshopping existing content and integrating brand requirements.

Collaborating with clients to maintain the vision of each shot.

Directing shoot days while communicating with crews and maintaining time and budget limitations.

Operate editing and graphics software including FCP, Adobe Premiere and After Effects to creatively tell a unique story with each project.

Sr Writer/Director at XYZ Networks

December 2007 - March 2011 (3 years 4 months)

Develop the creative promotion of 3 music channels through unique image campaigns and marketing stunts across both on-air and online platforms in order to raise awareness and viewership.

Work across promo, marketing and sales teams to deliver innovative, high value, integrated sales promotion, whilst managing a team of writer/producers.

Write unique scripts and copy for promos and image campaigns across 3 different music channels, ensuring the demographics of each where taken into account.

Manage budgets and workflow allocations, often juggling multiple projects at once.

Creatively direct crews, whilst ensuring timings and shot lists are met.

Edit footage within timing deadlines whilst pushing creativity levels of the brand, and promoting required content.

Education

Macquarie University (MEDIA, 2005 - 2008)

Caringbah Selective High School