



HER
BEST
GUY
FOR
YOU

PROFESSIONAL EXPERIENCE



FREELANCE PRODUCER / PRODUCTION MANAGER **05/2021 - Present**

Various commercial and long form projects produced in Queensland and abroad, including some examples below:

Long form:

Netflix / Raw UK Productions

Field Producer - AU Unit

MH370: The Plane That Disappeared

Locked Up Abroad -

Zombie Plane

Directors: Mike Mier & Lav Bodnaruk

Block 2 Production Coordinator

In development - Precious Stones

Commercials:

‘You with RACQ?’ Campaign

Director: Mike Mier & Lav Bodnaruk

VML / Chop Shop

Role: Production Manager

QLD Health “Sunshine”

Director: Mike Mier & Lav Bodnaruk

CHEP Brisbane / Chop Shop

Role: Production Manager

Michael Hil Bridal Campaign

Director / Photographer: Israel Rivera

IR Pictures / CHEP Network

Role: Producer

Wahl x Kyle Chalmers Gold Look

Carioca Films

Director: Jay Palmer

Role: Producer



FREELANCE PRODUCER / PRODUCTION MANAGER CONTINUED

05/2021 - Present

Griffith Open Day 2024
Director / Photographer: Israel Rivera
IR Pictures / BCM
Role: Producer

Instant Scratchies “Gifting” Campaign
Director: Stephanie Liquorish
VML / Chop Shop
Role: Production Manager

Youi Made by Fans
Director: Luke Shanahan
Producer: Clare Shervington
Role: Production Coordinator

Bond ‘Stand Out’ Campaign
VML / Spry Films
Director: Toby Morris
Role: Producer

WorkPac Good Move
Next Thursday / Bodhi Films
Director: Brendan Williams
Role: Producer

Wahl Australia - Pet Campaign
Spry Films
Director: Cale Boys
Role: Producer



FREELANCE PRODUCER / PRODUCTION MANAGER CONTINUED

05/2021- Present

Aveo Spring Campaign
Hero / Spry Films
Director: Israel Rivera
Role: Producer

Members Health Fund Alliance - Tick all the boxes
The Producers
Director: James Shannon
Role: Production Manager

Vodafone - \$5 Roaming
Hogarth
Director: Alan Harca
Role: Production Manager

Adventure Kings - Cam Smith
The Producers
Director: Israel Rivera
Role: Production Manager

Officeworks - Restoring Australia
The Producers
Director: Matt Kamen
Role: Production Manager

Geeks 2 U - Problem Solved
The Producers
Director: Mitch Kennedy
Role: Production Manager



FREELANCE PRODUCER / PRODUCTION MANAGER CONTINUED

05/2021- Present

Ritz-Carlton Baku Launch Film
Spry Films
Director: Paul Giggle
Role: Producer

Aussie Home Loans
Taxi Films
Director: Justin McMillan
Role: Production Coordinator

The Australian Greens Campaign
The Producers
Director: Nicholas Carlton
Role: Production Manager

Jalna - Inner Strength
The Producers
Director: Gemma Lee
Role: Production Manager

Quest - As local as you like it
The Producers
Director: Jeff Johnson
Role: Production Manager

Plush - Made for you
The Producers
Director: Cameron March
Role: Production Manager

Sheldon College - Do you read me
The Producers
Director: Cameron March
Role: Production Manager



RUMBLE

STRATEGIC CREATIVE*

RUMBLE STRATEGIC CREATIVE
(Brisbane, QLD)

07/2018 – 05/2021

Business Director | Sunsuper, Andersens Flooring, FNO, Radian Energy, Wallace Bishop, QLD Government, and others.

My role: To lead a team of six amazing people, by example. Responsible for the vast majority of new business proposals in the agency, on top of my workload with existing clients.

As a Business Director, it is part of my role to inspire my team to learn, grow and identify opportunities to expand the relationship with our clients, as well as to recognise their hard work. I stay across the detail of every client's jobs, without micromanaging my team.

I deliver brand campaigns that are in line with the brand strategy, on time and on budget, always exceeding expectations.



Dentsu

BWM DENTSU

(Sydney, NSW)

01/2018 - 07/2018 (freelance)

Senior Account Director | nbn,
King Living

My role: Launching the “Where Living is King” brand platform into market following a pitch win, with a brand-new multi-channel campaign.

nbn: Delivering 2 multi-channel campaigns to communicate the progress being made by nbn in delivering fast internet to all Australians.



DDB°

DDB

(Sydney, NSW)

07/2017 - 12/2-17 (freelance)

Business Director | Virgin Australia,
Johnson & Johnson (Beauty and Oral
care)

My role: Launching the new Virgin Australia belief and platform of UPTIMISM, delivering an integrated campaign, including: the first-ever Virgin Australia Fan Report (a live fan engagement report on Grand Final Day), Supercars partnership activation “Win Whin”, website, microsite, retail campaign supporting the new platform, among other assets.

Johnson & Johnson: supervising the 2018 strategy and brand planning for Neutrogena and Listerine in partnership with shopper, PR and media agencies.



JWT

J WALTER THOMPSON SYDNEY (Sydney, NSW)

05/2017 - 07/2017 (freelance)

Senior Account Director | Nestle (KitKat),
Johnson & Johnson (OTC brands) and
HMD Global (Nokia)

My role: Leading the day-to-day running of the “Inspired by Chocoloratory” and “Equity” campaigns for KitKat, from production to delivery, taking accountability for all aspects of the agency’s business in relation to clients’ work and revenue.

Supervising the Johnson & Johnson OTC brands’ planning and strategy for 2018 as well as delivering the online and social campaigns for 2017’s hay fever season for Zyrtec and Rhinocort.

Facilitating workshops and local strategy development for the launch of new Nokia phones range.

the brand agency



THE BRAND AGENCY
(WPP AUNZ Group | Perth, Western
Australia)

02/2015 - 05/2017

Account Director | LandCorp, Western
Australian Museum, Keystart Home Loans

Leading by example, planning and managing the activities and profitability of the account group. LandCorp had at the time over 100 active projects in WA, for which we created individual brands with unique tone of voice, visual style, community engagement events, social media competitions and advertising campaigns.

For the Western Australian Museum, we created an entirely new visual identity after more than 30 years since the last brand update.

Keystart Home Loans had a digital / online focus when communicating with the public, and all assets had to consider latest State Government announcements, lending criteria, political-economic landscape, etc.

My role also included ensuring all projects followed the overall strategic direction of the brand whilst keeping financial targets in mind. Proactively seeking opportunities to improve the clients' business and building long-lasting trusting relationships with all clients.



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M U L L E N L O W E

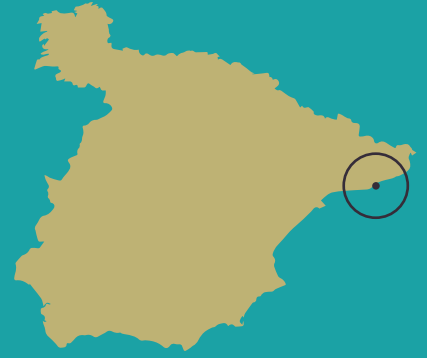
303 MULLENLOWE
(Perth, Western Australia)

06/2012- 02/2015

Senior Account Manager |
Water Corporation, Transperth
Acting Account Director |
IKEA, Art Gallery of Western Australia

My role: Management and delivery of multi-channel projects for all clients; responsible for the profitable delivery of well executed creative advertising and branding campaigns, such as the Effie winner IKEA “Rent” campaign, Water Corporation’s “Fresh Water Thinking” , the Art Gallery’s MoMA Series campaign, and Transperth’s “Show Your Good Side” campaign.

Brand strategy development and implementation, managing urgent and overlapping jobs under pressure while remaining in control of all projects.



RCR
(Barcelona, Spain)

05/2008 - 01/2011

International Producer

Founded in 1983, RCR was an award-winning boutique content creation and production hub located in Barcelona and Madrid. Our global network enabled us to offer a worldwide platform to create and produce commercials, interactive projects and brand integrated content. Unfortunately, as of late 2016, RCR is no longer in business.

My role: Liaison between RCR Films, agencies and clients in Latin America and Europe (Portugal, Spain, Italy). Management of multi-channel campaigns from concept to production. Handling clients and stakeholders in multiple countries, languages, time zones and cultures.



ACADEMIA DE FILMES
(Rio de Janeiro, Brasil)

02/2003 - 03/2008

Senior Producer

Since 1996, Academia de Filmes (formerly known as Margarida Films / INK Communications Group) has produced cultural, interactive and entertaining audio-visual content for all screens including advertising and feature films.

My role: Liaison between the production house, Coca-Cola and McCann Erickson for all TV production for Brasil and Latin America between 2003 and 2006; as well as TV and content production for various national and international agencies and clients.



SPEEDBALL PRODUCTIONS
(Rio de Janeiro, Brasil)

05/2000 - 02/2003

Producer

Audio production company based in Rio de Janeiro, Brasil. Since 1990, Speedball has been producing advertising jingles and radio spots for the biggest clients in Brasil and abroad.

My role: Advertising audio production. Directly participating and supervising all stages of the production process, including budget and talent management, liaising with clients and agencies.

PERSONAL INFORMATION

Contact: RMK Crew

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Citizenship / Passports: Brazilian, Australian

Languages: Portuguese (native), Spanish (fluent), English (fluent)

EDUCATION

Marketing Strategy

Wharton University of Pennsylvania (online) (2020)

Modern and Contemporary Art History

Universitat de Barcelona, Spain (2008-2011)

Business Economics

UESA

Rio de Janeiro, Brasil (2000-2004)

REFERENCES

Available upon request