



# JO MCNULTY-CLARK

SENIOR PRODUCER

## DETAILS

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## CREATIVE PROJECTS

Excellent Communication Skills

'The Reef School' (Series 1 and 2), ABC

'KISS FM' TVC Brand Campaign, Emotive

'The Story of Lay Ping', Short Film, Renegade Films

'State of Origin' Menulog TVC featuring Snoop Dog, Cub Films

'T20 Australian Women's Cricket' Brand Campaign, CBA

'Lose my mind', Dean Lewis Music Video

'A World of Difference' Brand Campaign, SBS

'Concealed', Feature Film, Thought Productions

'Lion King' musical EPK, Steam

## CORPORATE PROJECTS

'Ladies Lunch' Sydney Breast Cancer Foundation, Event,

'Light Rail' education content campaign, Transport NSW.

'Talking cars' Ford Activation, Imagination

## PROFESSIONAL PROFILE

I am a creative force as a senior producer in the entertainment and production world spanning over the past two decades. I have a wealth of experience across various industries including film, television, print, design/post-production and digital media, both locally and globally. My vast background allows me to seamlessly navigate any type of project, from fast-paced music videos, tv commercials and live events to intricate television series and branded content.

I have excellent project management skills which enables me to be methodical, organised and ensure that any project will stay on track and deliver flawlessly. I'm a strong team player who thrives under pressure and keeps the team elevated at all times.

## EMPLOYMENT HISTORY

### TVC Production Manager, Sandflower Films

Sydney

Mar 2024 — May 2024

Collaborated and supported executive producer Spyro Manolidis to develop and execute a multi-channel campaign for Abbott's protein powder product targeting the 55+ demographic.

- Led and controlled the production budget and schedule within a tight turnaround.
- Successfully delivered two TV commercials (30 sec 15 sec) in a brand campaign spanning online, social media, broadcast, print, and out-of-home advertising.

### Senior Integrated Producer, Free People & FP Movement

Sri Lanka and Sydney

Feb 2024 — Mar 2024

Led the shoot production logistics in Sri Lanka for the SS25 Free People Movement brand campaign, encompassing yoga, hike, and run categories.

- Collaborated with US marketing team to execute a multi-channel campaign (online, out-of-home, social, press kit, prelim TVC).
- Created and delivered successfully, comprehensive budget reports to US senior management.
- Successfully navigated a fast-paced campaign schedule over a staggered content delivery from August 2024 to October 2024.

### Production Manager, ABC - ABC Kids and ABCz

Sydney

Apr 2023 — Oct 2023

Led the production management of Reef School, Season 1 and 2 over a 7 month period. Managed all aspects of production and post-production, including budget development, financial management and asset delivery.

- Simultaneously launched the ABCz - TikTok account and contributed to various Early Education and Gamer projects.
- Successfully delivered Reef School Season 2 while meeting revised Season 1 updates and duration requirements.

### Executive Producer, Sydney Breast Cancer Foundation

Sydney

Aug 2023 — Nov 2023

Managed end-to-end production for a large-scale fundraising event, involving a fashion parade, Q&A panels, live music, live streaming, and a silent auction.

- Coordinated a diverse group of stakeholders, including 12 fashion brands, corporate sponsors, the Australian Turf Club events team, the Sydney Breast Cancer Foundation board, and 40 volunteers.
- Oversaw technical aspects of the event, including live streaming and sound/lighting for multiple performances.
- Successfully navigated a complex production schedule and tight budget to deliver a successful event that raised \$350,000 for breast cancer research and support.

### **Producer, Story World**

Sydney

Mar 2023 — Mar 2023

Managed the pre-production and interview shoot management for the "The Portable Door" press junket, collaborating with Director of Photography Geoff Blee and Executive Producers Mark Rodgers.

- Successfully managed and directed journalists from all major Australian media platforms, ensuring a smooth and efficient press day within a tight 24-hour timeframe.
- Facilitated interviews with key cast members, including Sam Neill, Miranda Otto, Patrick Gibson and Sophie Wilde.

### **1st AD, Start Beyond**

Sydney

Mar 2023 — Mar 2023

Collaborated with Producer Michelle Cotterill on on-set production and AD support for a three-night shoot for Woolworth's VR Training Module.

- Coordinated a complex shoot schedule involving up to 30 extras, 5 featured extras and a main lead talent each night.
- Supported the 360-degree filming process, ensuring smooth execution and adherence to client specifications.

### **Creative Services Manager, GHO Sydney/Adobe**

Sydney

Sep 2022 — Feb 2023

Led the content and digital design team to deliver hundreds of digital projects over two quarters, maintaining a fast-paced, high-quality workflow encompassing creative development, pre-production, production, post-production, and delivery.

- Stepped in as interim Creative Services Manager during a critical period of transition, ensuring uninterrupted 24/7 service delivery for Adobe at GHO.
- Successfully managed an expanded portfolio of 190 stakeholders, within JAPAC including EMEA regions, leveraging platforms such as Workfront, Jira, and Farmers Wife.
- Facilitated a seamless transition by training the incoming Creative Services Manager in the final month, ensuring continued success in the role.

### **Senior Producer, Emotive**

Sydney

Jul 2021 — Aug 2021

Led the "KIIS It Better" TVC/brand campaign for the ARN (Australian Radio Network) and the 'Make up for Missed Holidays' WOTIF brand campaign, overseeing all aspects of production from pre-production through to delivery.

- Successfully delivered a multi-channel (60, 30 and 15 sec versions) campaign spanning TV, BVOD, digital, social, and out-of-home platforms.
- Partnered with a great team shoot producer Nicole Richardson, director Tim Green, creative directors Paul Sharp and Kat Topp, and business director Pia McMorran.
- Collaborated effectively with external suppliers, including White Chocolate (post-production), Song Zu (sound design), and Emotive (media agency).

### **Creative Services Manager and Supervising Producer, GHO Sydney/Adobe**

Sydney

Mar 2021 — Apr 2022

Led Creative Services during a critical period of transition as the company migrated from Wrike to Adobe Workfront, a newly acquired work management platform.

- Successfully led a high-performing creative team, managing 177 stakeholders across JAPAC, while spearheading the Breville coffee journey project and overseeing resource allocation/budgeting for diverse content projects at GHO.
- Navigated a complex platform migration to Adobe Workfront, up skilling the team and minimising disruptions, while cultivating in-depth knowledge of Adobe's design ecosystem to serve as a primary resource for stakeholders and drive continuous improvement through feedback initiatives.

### **Executive Producer, GHO Sydney**

Sydney

Jan 2021 — Mar 2021

Led end-to-end production for the "Breville Coffee Journey" online platform, a premium digital experience immersing consumers in the world of third wave specialty.

- Managed a comprehensive project scope, encompassing design sprints, prototyping, customer research, UX/UI design, and content production.
- Oversaw the creation of 25 full-length videos, 50+ stills, interactive pages, and additional engaging content.
- Successfully navigated complex production challenges amidst COVID-19, implementing safety protocols and coordinating 25+ stakeholders to ensure project success.

### **Line Producer, Cub Film**

Sydney

Sep 2020 — Nov 2020

Collaborated and supported Producer James Carr and Directors Dean Ginsburg and Toby Morris for Cub film (part of the Symmetry Media) on two TVC/Brand campaigns for Menulog - one for the 2020 State of Origin, the another for McDonalds.

- Successfully navigated complex production challenges amidst COVID-19, including the logistical coordination and on-set management of building and filming a custom 1964 Cadillac lowrider for the Menulog TV commercials..

### **Senior Integrated Producer, GHO Sydney**

Sydney

Aug 2020 — Sep 2020

Led end-to-end production for two ongoing Commonwealth Bank (CBA) internal brand campaigns focused on promoting and educating staff on new values and organizational changes in response to COVID-19.

- Successfully developed and delivered engaging multi-channel content (photography, print, social media, internal video) that effectively communicated CBA's new values and organizational structure to employees.
- Fostered cross-functional collaboration with stakeholders to ensure alignment on project goals, deliverables, and successful execution of internal brand campaigns.

### **Line Producer, RodandCo productions**

Sydney

Jun 2020 — Sep 2020

Provided comprehensive production support throughout development and pre-production phases for Director/Writer: Roderick Gadaev on 'Irrationale' his feature film.

- Contributed to script consultancy, budget breakdowns, scheduling, and distribution strategy development.

### **Production Manager, SafetyCulture**

Sydney

Feb 2020 — Mar 2020

Managed and collaborated with director Jacqui Fifer and producer Enzo Tedeschi on the early pre-production stages of "Founder," a 6-8 part documentary series focusing on Australian tech entrepreneurs.

- Successfully completed pre-production tasks, including research, scheduling, and logistical planning.
- Actively adapted to the changing production landscape due to COVID-19 travel restrictions, prioritizing tasks that could be completed remotely.

### **Executive Producer, GHO Sydney**

Sydney

Sep 2019 — Jan 2020

Executive produced the end-to-end production of a multi-platform Commonwealth Bank brand campaign: "C'mon Aussie, C'mon" for Australian Women's Cricket, promoting the Australian women's cricket team for the T20.

- Oversaw successfully the creative development process, from initial concept to final asset delivery.
- Worked alongside a talented creative team, including Art Director Simon Cox, Director Amiee Lee Curran, Line Producer Sandy Madden, and DOP Emilio Abbonizo.

Campaign received recognition and awards, including:

- Best Campaign, B&T Women in Media Awards 2020
- Best Use of Sponsorship, B&T Awards 2020

### **Senior Producer, Blue Murder Productions**

Sydney

Sep 2019 — Sep 2019

Led the shoot on pre-production and production for the Pantene 'DO' digital campaign for the new formula in shampoo, showcasing the talented Ellie Carpenter from the Matildas Australian soccer team.

- Provided comprehensive production support and creative collaboration with DOP/photographer Cybele Malinowski throughout the pre-production and production phases.
- Assisted in coordinating shoot logistics, talent management, and on-set operations.
- Ensured seamless execution of the campaign across all channels (print, digital, social, OOH and POS.), adhering to brand guidelines and project timelines.

### **Senior Integrated Producer, GHO Sydney**

Sydney

May 2019 — Jun 2019

Led the production on two multi-platform campaigns encompassing photography and video content for Commonwealth Bank (CBA) and Transport NSW Rail Authority (TNSW).

- Proven ability to manage complex, multi-platform productions for major clients.
- Experience in delivering campaigns with both internal (CBA) and public-facing (TNSW) objectives.
- Skilled in logistical planning and problem-solving, particularly in challenging shooting environments.

### **Co-Producer, Renegade Films**

Melbourne and Sydney

Jan 2019 — Apr 2020

Successfully co-produced the award-winning period drama short film "The Story of Lee Ping" Directed by Jasmin Tarasin.

- Achieved budget solutions, logistical coordination and talent management triumphs in a demanding period drama production environment.
- This successful project paved the way for the development of the feature film "Jessie."
- A finalist at Flickerfest 2020.

### **Senior Producer, SBS**

Sydney

Jan 2019 — Mar 2019

Led the rebranding campaign spanning food, drama, documentaries, children's programming (ALC), Indigenous content (NACA), and general brand spots. Overseeing all aspects of on-set production, scheduling, logistics, budgets and post-production.

- Successfully delivered a comprehensive rebranding campaign on time and within budget, despite tight deadlines.
- Facilitated a collaborative and efficient production environment, working with a talented crew and diverse cast of performers.

- Collaborated closely with Executive Producer Carley Edmonds and Head of Creative Services Joel Noble to ensure alignment with creative vision and brand objectives.

### **Executive Producer, Hellofuture.tv**

Sydney

Sep 2018 — Nov 2018

Led end to end production on various video projects across multiple clients: Liberty Steel, Ancestry.com, John Holland and Acon. Assisted Directors: Emily Bull, Pablo Jeffress in creative development, script writing, pre-production planning, on-set execution, and post-production to delivery.

- Successfully collaborated with a talented team over three months, to deliver high-quality video content for diverse brands within tight timelines and budgets, gaining valuable experience in a fast-paced, in-house production environment.

### **Senior Producer, SBS**

Sydney

Jan 2018 — Apr 2018

Led the promo campaigns spanning SBS News & Current Affairs, World Cup Football, and Filthy, Rich & Homeless Series 2. Overseeing all aspects of production to delivery.

- Demonstrated success in delivering on time and within budget.
- Collaborated effectively with campaign producer Greer Bolomey, director Joel Noble, and promo producer Ben Skinner to deliver impactful content across all channels.

### **Producer and Line Producer, New Thought Productions**

London and Sydney

Jan 2010 — 2018

Managed all phases of feature and short film productions on a freelance capacity, from development to post-production. Notable projects like "Concealed" and "Neonphytes and Neolights" by Director Shane T Hall.

- Proactively working on production solutions in tight turnarounds and securing financial investment for the feature film "Concealed," resulting in a promotion from Line Producer to Producer.
- Demonstrated effective business strategic planning to contract development with Producer Lyall Sumner.
- Successfully managed remotely and in London, Post-production management – offline/online, motion graphics, sound design, ADR, grade and print with Shane T Hall and Producer Jacqui Fifer.

### **Please refer to LinkedIn for further work experience**

<https://www.linkedin.com/in/jo-mcnulty-clark-syd-80a95a14/details/experience/>

## **EDUCATION**

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### **Multiplatform Screen Producers Scholarship Graduate Diploma, Metroscreen**

Sydney

Jan 2010 — Dec 2010

### **Architectural Technologies Certificate IV, Tafe**

Ultimo

Jan 2005

### **Concept Illustration for Film and Television Graduate, AFTRS**

Sydney

Jan 2003 — Dec 2003

### **Graduate Certificate, Silicon Graphics College**

Enmore

**Graduate Diploma in Design, University of  
Technology**

Sydney

Jan 1999

**Bachelor of Arts, Visual Arts and Communications,  
University of Newcastle**

Newcastle

Feb 1995 — Nov 1997

**TECHNICAL SKILLS**

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**Microsoft Office w/ Copilot**

**G-Suite w/ Gemini Advance**

**Work management platforms | Wrike, Workfront,  
Wookbooks, Asana, Smartsheet, Monday, Airtable**

**Film/TV project management platforms | Movie  
Magic, Shotgrid, Trello, Farmerswife, resource guru,  
Jobbag**

**Finance management platforms | Xero, MYOB, SAP**

**REFERENCES**

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**References available upon request**