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## Senior Video Producer | Creative Director

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## Executive Summary

Senior Video Producer with over 10 years of experience leading end-to-end production for Tier-1 clients including **Qantas, City of Melbourne, Stockland, and Monash University**. I combine technical expertise in cinematography and post-production with high-level project management skills. As Founder of DIF Media and Senior Producer at Orygen, I have a proven track record of managing production budgets, directing crews of 10+, and implementing content strategies that drive audience engagement (130k+ campaign views).

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## Professional Experience

### Senior Video Producer / Editor

Orygen — Melbourne | 2024 – Present

*Leading creative direction and production operations for a mental health research organisation.*

- **Campaign Leadership:** Executive Producer for **50+ video assets annually**, overseeing the pipeline from concept to final delivery.
- **High-Impact Content:** Spearheaded a major Youth Mental Health awareness campaign that achieved **over 130k views**, significantly raising brand profile.
- **Production Management:** Manage production budgets up to **\$15k per project**, handling resource allocation, casting, and permitting with strict adherence to timelines.
- **Team Supervision:** Direct on-set crews of **up to 10 personnel** and manage talent to ensure creative vision is met.
- **Workflow Optimization:** Supervise post-production workflow for editors and motion graphic artists; established robust digital asset management (DAM) protocols for long-term archival.
- **Brand Stewardship:** Serve as the internal authority on video guidelines, liaising between research teams and creatives to ensure brand consistency across broadcast, social, and web.

### Founder & Senior Producer

DIF Media — Melbourne | 2020 – 2024

*Founded and scaled a production company delivering corporate, broadcast, and architectural content. Combined creative execution with business development and account management.*

- **Client Management:** Secured and managed high-value accounts including **City of Melbourne, Stockland, and Qantas**, delivering projects from initial consultation to broadcast/web delivery.
- **End-to-End Production:** Operated as Lead Producer/Director for diverse formats, handling multi-cam interviews, advanced lighting setups, and location logistics.
- **Post-Production Lead:** Managed complex post-production pipelines in **DaVinci Resolve** (editing, colour grading, sound mixing) and **Adobe Premiere**.
- **Business Operations:** Oversaw all aspects of the business including client acquisition, quoting, invoicing, and subcontractor management.

### Video Producer / Editor (Freelance)

Freelance | 2019 – Present

*Independent production work spanning corporate, broadcast, and creative projects.*

- Delivered corporate advertisements, reality series, and documentaries for broadcast (Channel 9, SBS) and digital platforms.

- Executed fast-turnaround edits and motion graphics workflows using Fusion and After Effects.

### Content Creator / Video Producer

**Leading Edge** — Melbourne | 2018 – 2019

- **Strategic Growth:** Developed SEO-optimised content strategies that increased **organic traffic by 20%** via YouTube and web channels.
- **Market Analysis:** Conducted keyword research and industry trend analysis to guide content topics and improve search rankings.
- **Production:** Produced dynamic short-form videos and digital assets for multi-channel marketing campaigns.

### Video Creator

**Frame** — Melbourne | 2017 – 2018

- Produced video content for online, social, and print marketing campaigns.
- Identified content opportunities and recommended topics for website and social media.

### Videographer & Photographer

**Limehouse Creative** — Melbourne | 2014 – 2017

- Coordinated full-service shoots including location scouting, permitting, and styling.
- Provided creative direction and technical operation for photography and video projects.
- Edited and retouched images in Adobe Photoshop and Lightroom.

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### Skills & Tools

**Production Management:** \* Project Management: **Asana, Monday.com, Trello, Slack** \* Budgeting, Resource Allocation, Crew Supervision (10+ pax), Casting, Location Management.

**Technical & Post-Production:** \* **NLE & Finishing:** DaVinci Resolve (Advanced), Adobe Premiere Pro. \* **Motion Graphics:** Workflow supervision and implementation (After Effects, Fusion). \* **Camera & Audio:** Sony, Canon, Blackmagic Cinema systems; Multi-mic sound setups. \* **Data:** Transcoding, Proxy Workflows, Asset Management (DAM).

**Content Strategy:** \* Video SEO (YouTube/Google), Audience Analytics, Campaign Strategy, Brand Storytelling.

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### Education

**Diploma in Film and Television** JMC Academy, Australia — 2014 – 2015

**Diploma in Photography** Faculty of Applied Arts, Belgrade — 2006 – 2010