

# ROSE DAMON

DIRECTOR | WRITER | PRODUCER

## ABOUT

I'm a freelance video director, writer and producer, specialising in short-form content. I'm based in Melbourne but work throughout Australia. I've recently completed a full-time engagement as the commercial video producer at the AFL and have previous agency experience at The Story Lab. Prior to focusing on directing/producing I was a freelancer in the wider screen production industry from 2010-2017, working across online content, commercials, web series, TV drama & feature films. I'm currently seeking directing and producing opportunities that will bring my creative skills to the fore, while taking full advantage of my ability to lead teams and get things done.

## SHOWREEL:

View my showreel online at [vimeo.com/user3953853](https://vimeo.com/user3953853)

## CONTACT DETAILS:

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## SKILLS

### CREATIVE:

- Creative concept ideation, development & scriptwriting
- End-to-end creative direction
- Directing & interviewing talent, inc. actors and real people
- Collaborating with crews & other creatives
- Ability to tailor content for different audiences and platforms

### PRODUCTION:

- Budgeting
- Scheduling
- Logistics, locations & call sheets

### ACCOUNT MANAGEMENT:

- Client relationship management through pitching, execution & delivery
- Pitching / responding to briefs

### TECHNICAL:

- Mid-level editing - Davinci Resolve

## EDUCATION

Bachelor of Performing & Screen Arts - Unitec New Zealand (2008-2010)

Major: Directing for film & theatre

- Unitec Study Award
- Selection as student director for inaugural exchange with Beijing Film Academy
- Short film 'One Year Later' awarded 'Bronze Award' at Bangkok International Student Film Festival

Victorian Certificate of Education - Star of the Sea College (2006)

- ENTER score 99.30
- Premier's Award for Theatre Studies

## OTHER

- Winner - Best Film and Audience Award at Altona Beach Film Festival (2018) - 'Chee's Story' - short documentary
- Winner - Ada Cambridge Prize for Biographical Prose (2016) - 'The Line' - short story
- Victorian manual driver's license
- Working with Children Check

## WORK EXPERIENCE

2021-2023  
ONLINE  
CONTENT

**COMMERCIAL VIDEO PRODUCER**

Prod Co: AFL Studios

Full-time position as AFL Studios' commercial video producer; responsible for creative direction and production of bespoke premium branded content across AFL's digital platforms.

Projects included -

- 'Homeground Highlights' scripted series for Visit Victoria - 5x 90s scripted videos for online, integrated broadcast & in-stadium
  - Nominated for Mumbrella Travel Marketing Awards 2023 - Best use of content
- 'Free The Demons' documentary for AFLW season launch - 1x 19m
- 'Smile It Forward' mixed media series for Colgate - 2x 90s online video + story direction for additional 3x eps
- 'The Turnaround' documentary series for Therabody - 3x 4-5m
- 'Seven Seasons On' social series for NAB - 4x 4-6m
- 'Top End Tour with Aaron Davey' hosted documentary for Toyota - 1x 4m
- Kangaroo Island bushfire recovery documentary for AFL - 1x 5m
- Player profile documentaries - Hannah Dunn & Tori Groves-Little - 2x 4m
- Additional social and corporate video content

2021  
ONLINE  
CONTENT

**MILITARY CHEF**

Agency: VMLY&R

Position: Writer, director

Writing and directing for a 17-minute cooking competition between chefs of the Navy, Army and Air Force in the style of a Masterchef episode. The video included extensive recruiting messaging interwoven within an entertaining format, complete with intros, reveals, cooking, judging and a final winner.

2019 - 2021

**PRODUCER / PROJECT MANAGER -  
VARIOUS**

Prod Co: AFL Media

Freelance contracts supporting production and post-production of various short-form video packages and branded content. Examples include ob-doc style videos for BHP, Toyota, and Linx, and scripted content such as the 2020 AFLW International Women's Day video and Visit Victoria 'Homeground Highlights' series, as well as various highlights packages and interview x highlights packages. My roles with AFL have also included project management for various commercial and internal video and graphics projects, as well as creative and production support for various commercial pitches.

2020  
EDUCATIONAL

**ENGINEERING IS ELEMENTARY:  
PARACHUTES and WATER FILTERS**

Prod Co: BWM Dentsu

Position: Writer, director, consulting producer

Scriptwriting and creative direction for 2x 4 min educational videos that bring to life the engineering design process and examples of engineering within the Royal Australian Air Force and Australian Army. These videos were created for Defence Force Recruiting in partnership with Questacon.

## WORK EXPERIENCE (CONT.)

2020 ONLINE PROMO	<i>I'M JUST LIKE YOU</i>	Client: Lighthouse Foundation Position: Director, producer, editor
	One-minute online promotional narrative-style video created under lockdown conditions to enable Lighthouse Foundation to continue its fundraising efforts through COVID-19. The video was based on an adaptation of a poem written by a former Lighthouse resident.	
2020 CORPORATE & ONLINE CONTENT	<i>DEFENCE FORCE RECRUITING VIDEOS</i>	Prod co: BWM Dentsu Position: Director, producer
	Production and creative oversight for videos produced during 2020, sometimes remotely. Videos included the DFR Recruiting Services Contract video; STEM week video, and Australian Defence Force Academy VNR.	
2020 FB LIVE	<i>CONTINENTAL COOK-UP</i>	Prod Co: Technique Position: Field producer
	Production and direction on location for 3x livestream cooking and comedy segments for Continental. The production involved livestreaming from the homes of Tommy Little, Dave Hughes and Denise Scott, and liaising with the Sydney-based production company.	
2019 CORPORATE	<i>MORE TO LIFE</i>	EP: Mike Metzner Position: Writer, Director, Producer
	A short narrative-style film promoting careers in horticulture for the Victorian Skills Commissioner and Nursery & Garden Industry Victoria.	
2019 EDUCATIONAL	<i>ENGINEERING IS ELEMENTARY: HYDRAULICS, and SUBMERGE &amp; RESURFACE</i>	Prod Co: Base Group, The Story Lab Position: Writer, Co-Director
	2x 4-min educational videos that bring to life principles of engineering for 10-13 years olds. Shot on location in partnership with Questacon & the Royal Australian Navy.	

## WORK EXPERIENCE (CONT.)

2018 - 2019  
FEB '18 -  
JULY '19

*PRODUCER / DIRECTOR*

Prod Co: The Story Lab

Full-time writing, directing and producing role within an agency / production company environment.

Completed projects include –

- Bystander campaign feat. Jimmy Bartel – 2x 60s, 1x 15s online videos for Our Watch as Director
- Garment Care – 3x 15s commercials for Philips as Director
- Big W Toy Mania Sneak Peek – 27m Facebook Live show as Producer / Director
- Top of Their Game – 4x 90s integrated broadcast content for Defence Force Recruiting (DFR) as Creative Director, aired on Seven during the Commonwealth Games
- Introduction to Information Warfare Division – 60s animated brand video for Dept of Defence as Writer / Director / Producer
- Defence Work Experience Program promo - 50s scripted live action promo for Dept of Defence Reserve & Youth Division as Writer / Director / Producer
- Youth Safety Matters To Us All – 1x 100s corporate video for Dept of Defence Reserve & Youth Division as Writer / Director / Producer
- Escape, Hide, Tell – 4m training video for Dept of Defence as Writer / Director
- DFR Facebook Live Q&As - 17x 1-hour themed Q&As for DFR as Producer
- Army Women's Pathways – 5x 60s online content for DFR as Producer / Director
- 22x various 60-90s documentary-style PR videos for DFR as Producer

Responsibilities included responding to briefs, writing, directing, scheduling, liaising with clients, and end-to-end production and budget management.

2018  
SHORT DOCO

*CHEE'S STORY*

Position: Director, Producer, Editor

A short documentary intended to raise awareness for dog rescue, *Chee's Story* received the Best In Festival and Audience Awards at Altona Beach Film Festival and has been viewed more than 16,000 times on Facebook without paid promotion.

2017  
BRANDED  
CONTENT  
SERIES

*VCTV - SEASON 2*

Prod Co: The Story Lab

Position: Director

Concept development, casting, scripting and directing for an online content series for Vodka Cruiser. Eighteen eps were released over six themed weeks, featuring guests in a snackable chat-show format and supported by animated, live-action and lo-fi promos. The episodes have had more than 1.6 million total views on Facebook.

2017  
SHORT DOCOS  
3X 8-PART  
SERIES

*AVANT-GARDEN  
THE CONVERTED  
OFF-LEASH*

Prod Co: Good Cop Bad Cop

Position: Producer

3x doco-style content series produced in collaboration with Creative Director Mike Metzner for realestate.com.au 'Lifestyle', including research and end-to-end production.

2016  
SHORT DOCO

*ALTONA BEACH PATROL*

Position: Director, Producer, Editor

A short online video documenting the first gathering of Altona Beach Patrol.

## WORK EXPERIENCE (CONT.)

2011 - 2021      *VARIOUS PRODUCTIONS AS A FREELANCE PRODUCTION MANAGER,  
PRODUCTION ASSISTANT, ASSISTANT DIRECTOR & CONTINUITY*

Select productions have included the following:

Year	Format	Title	Prod Co.	Role
2021	TV Series	FIREBITE	See Saw Films	Continuity (6 eps)
2020	Feature film	SISSY	Sincerely Cecilia Pty Ltd	Continuity
2017	2x 15s, 1x 30s online	PETBARN PROMOS	The Story Lab	PM / AD
2017	6x 30s stop motion	MAKE IT WITH MISHKA	The Story Lab	PM / AD
2017	30s TVC	HOT HANDS	The Story Lab	PM / AD
2016	Feature film	UNDERTOW	Emerald Productions	Continuity
2016	8x short films	REWRITE YOUR STORY	Brave TV	PM
2016	6x 20-30m Facebook Live	VCTV - SEASON 1	The Story Lab	PM / AD
2016	Telemovie	SISTERS	Endemol Shine	Prod Sec
2016	TV Series	OFFSPRING	Endemol Shine	Continuity (2 eps)
2016	Feature film	EMO THE MUSICAL	Matthewswood Productions	Continuity (Blk 2)
2016	TV Series	HUNTERS	Matchbox UCP Productions	Post-PA (Eps 1, 10-13)
2016	Web Series	LITTLE ACORNS	Guilty	Continuity
2016	Short film	FOUND	Woolshed	Continuity
2016	Short film	SERVING JOY	Independent	Continuity
2015	TV Series	OPEN SLATHER	Princess Pictures	Continuity
2015	Feature film	SAFE NEIGHBORHOOD	Safe Movie Pty Ltd	Prod Sec (pre-prod)
2014	TV Series	8MMM ABORIGINAL RADIO	Princess Pictures	Continuity (6 eps)
2013	Feature film	INFINI	Infini Movie Pty Ltd	PA / 2U continuity
2012	Feature film	I, FRANKENSTEIN	Lakeshore Entertainment & Hopscotch Films	VFX PA
2011	Feature film	HOUSEBOUND	Kitchen Sink Films	Continuity
2011	Feature film	TIMESLOW	Real Time Ltd	Continuity
2011- 2017	Short films	16x SHORT FILMS	Student, privately funded etc	1st AD