

ROSE DAMON

WRITER | DIRECTOR | PRODUCER

ABOUT

I'm a freelance writer, director and producer with a passion for factual storytelling and extensive experience in the brand-funded online content space. My career has included a range of freelance projects, short and medium-term contracts, and full-time roles at the AFL and Story Lab.

Prior to focusing on directing and producing I was a freelancer in the wider screen production industry from 2010-2021, working across TV drama, feature films, online content, commercials and web series.

I'm based in Melbourne but work throughout Australia. I'm currently seeking creative producing and directing 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/857018401

CONTACT DETAILS:

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SKILLS

CREATIVE:

- Creative concept ideation, development & script writing
- 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

STAKEHOLDER MANAGEMENT:

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

TECHNICAL:

- Mid-level editing - Davinci Resolve
- Drone operation (DJI Mini)

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

2025 TVCs	PILLOW TALK - SUNDAYS & CHRISTMAS CAMPAIGNS	Prod Co: Sherpa Position: Writer, director, producer
	End-to-end creative direction and producing for 2x 30 sec and 2x 15 sec narrative commercials for TV and cinema, showcasing the role of Pillow Talk products in facilitating comfort and memory-making moments for families, for the summer and Christmas ranges.	
2024-2025 ONLINE COMMERCIALS	SODASTREAM LOCAL CAMPAIGN - FIZZ, MIX, ENJOY	Prod Co: Sherpa Position: Writer, director, producer
	End-to-end creative direction and producing for 6x 15 sec and 6x 6 sec narrative commercials targeting a range of unique purchase drivers, shot on location in Melbourne.	
2023-2025 ONLINE CONTENT	PRODUCER - VARIOUS	Prod Cos: Sherpa, Wildcard TGI, Creativa, Bridge Creative
	Short and medium-term contracts with local production companies, leading or supporting on projects for clients such as Solo, Mercedes, Saab, Supercars, HCF, WorkCover and more.	
2024 BROADCAST DOCO SERIES	SECOND TO NONE	Prod Co: Sweetshop & Green Position: Post Producer
	Post production for a 3x 40 minute broadcast documentary series, <i>Second To None</i> - an inner-sanctum look at the Lidl-Trek cycling team as they tackle the Tour De France Femmes 2023. The series is a co-production with French company Yuzu Productions, with filming, editing and design in Europe, and production management, sound and picture post in Melbourne. <i>Second To None</i> will be broadcast by Eurosport and streamed by Max and DocPlay in June/July 2024.	
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 -	
	<ul style="list-style-type: none">• 'Homeground Highlights' scripted series for Visit Victoria - 5x 90s scripted videos for online, integrated broadcast & in-stadium<ul style="list-style-type: none">◦ 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	

WORK EXPERIENCE (CONT.)

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 ONLINE PROMO	I'M JUST LIKE YOU	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.		
2019-2020 EDUCATIONAL, CORPORATE & ONLINE CONTENT	DEFENCE FORCE RECRUITING VIDEOS	Prod co: BWM Dentsu, The Story Lab Position: Writer, director, producer
Various project-based contracts for writing, directing and/or producing roles, including remotely during lockdowns. Projects included: 4x 4m Engineering Is Elementary: Hydraulics, Submerge & Resurface, Parchutes, Water Filters DFR Recruiting Services Contract Video STEM week video		
2020 FB LIVE	CONTINENTAL COOK-UP	Prod Co: Teknique 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	MORE TO LIFE	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.		

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

Prod Co: Good Cop Bad Cop

THE CONVERTED

Position: Producer

OFF-LEASH

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 - 2026 **VARIOUS PRODUCTIONS AS A FREELANCE PRODUCTION MANAGER, PRODUCTION ASSISTANT, ASSISTANT DIRECTOR & CONTINUITY**

Select productions have included the following:

Year	Format	Title	Prod Co.	Role
2025	TV series	HIGH COUNTRY S2	Curio Pictures	Continuity (4 eps)
2025	Feature film	WHO NEEDS LOVE SONGS	Broken Egg Productions	Continuity
2021	TV Series	FIREBITE	See Saw Films	Continuity (6 eps)
2020	Feature film	SISSY	Sincerely Cecilia Pty Ltd	Continuity
2017	Online & TVC productions	PETBARN PROMOS, MAKE IT WITH MISHKA 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 films	FOUND, SERVING JOY	Woolshed, 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