

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:

0466 663 384
rose.damon@hotmail.com
www.rosedamon.com

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

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|------------------------------------|--|---|
| 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 6x15 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.)

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| 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, Parachutes, 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 Full-time writing, directing and producing role within an agency / production company environment. Completed projects include – <ul style="list-style-type: none">• 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. | Prod Co: The Story Lab |
| 2018 SHORT DOCO | CHEE'S STORY A short documentary intended to raise awareness for dog rescue, <i>Chee's Story</i> 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. | Position: Director, Producer, Editor |
| 2017 BRANDED CONTENT SERIES | VCTV - SEASON 2 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. | Prod Co: The Story Lab Position: Director |
| 2017 SHORT DOCOS 3X 8-PART SERIES | AVANT-GARDEN THE CONVERTED OFF-LEASH 3x doco-style content series produced in collaboration with Creative Director Mike Meizner for realestate.com.au 'Lifestyle', including research and end-to-end production. | Prod Co: Good Cop Bad Cop Position: Producer |
| 2016 SHORT DOCO | ALTONA BEACH PATROL A short online video documenting the first gathering of Altona Beach Patrol. | Position: Director, Producer, Editor |

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 |