

ROSE DAMON

WRITER | DIRECTOR | PRODUCER

ABOUT

I'm a freelance writer, director and producer with a passion for documentary, sport and athletes. I'm based in Melbourne but work throughout Australia. My career has included a range of freelance projects in addition to full-time positions with the AFL and 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 creative 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/857018401

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 & stakeholder 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

2024
BROADCAST
DOCU SERIES

SECOND TO NONE

Prod Co: Sweetshop & Green

Position: Post Producer

Post production for a 3x 40 minute broadcast documentary series, *Second To None* - 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. *Second To None* 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 -

- '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.

WORK EXPERIENCE (CONT.)

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.

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.

2020
CORPORATE &
ONLINE
CONTENT

*DEFENCE FORCE RECRUITING
VIDEOS*

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

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.

2019
EDUCATIONAL

*ENGINEERING IS ELEMENTARY:
HYDRAULICS, and SUBMERGE &
RESURFACE*

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 |