

ROSE DAMON

DIRECTOR | PRODUCER | CONTINUITY

ABOUT

I'm a freelance short-form 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.

I have also worked as a continuity person / script supervisors on drama productions since 2011. I appreciate the privilege of working with some of Australia's most talented storytellers to bring their vision seamlessly to the screen.

I'm based in Melbourne but work throughout Australia.

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
- Continuity supervision for drama

STAKEHOLDER MANAGEMENT:

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

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 - CONTINUITY

2025 - 2026 TV SERIES	<i>HIGH COUNTRY S2</i> <i>Episodes 1-4</i>	Prod Co: Curio Pictures Director: Lucy Gaffy
2025 FEATURE FILM	<i>WHO NEEDS LOVES SONGS</i>	Prod Co: Broken Egg Pictures Director: Kieran Wheeler
2021 TV SERIES	<i>FIREBITE</i> <i>Episodes 1-4, 7-8</i>	Prod Co: See Saw Films Directors: Warwick Thornton, Brendan Fletcher
2020 FEATURE FILM	<i>SISSY</i>	Prod Co: Sincerely Cecilia Co-Directors: Kane Senes & Hannah Barlow
2017 FEATURE FILM	<i>UNDERTOW</i>	Prod Co: Emerald Pictures Director: Miranda Nation
2016 TV SERIES	<i>OFFSPRING S6</i> <i>Episodes 5-6</i>	Prod Co: Endemol Shine Director: Peter Templeman
2016 FEATURE FILM	<i>EMO THE MUSICAL</i> <i>Block 2</i>	Prod Co: Matthewswood Productions Director: Neil Triffett
2016 SHORT FILM	<i>FOUND</i>	Prod Co: The Woolshed Company Director: Rich Hughes
2016 SHORT FILM	<i>SERVING JOY</i>	Prod Co: Independent Director: Martin Sharpe
2016 FEATURE FILM	<i>EMO THE MUSICAL</i> <i>Block 2</i>	Prod Co: Matthewswood Productions Director: Neil Triffett
2015 TV SERIES	<i>OPEN SLATHER</i> <i>20 episodes</i>	Prod Co: Princess Pictures Director: Natalie Bailey
2014 TV SERIES	<i>8MMM ABORIGINAL RADIO</i> <i>Episodes 1-6</i>	Prod Co: Brindle Films Directors: Dena Curtis, Adrian Wills
2013 FEATURE FILM	<i>INFINI</i> <i>2nd unit</i>	Prod Co: Storm Vision Entertainment 2U Director: Brian Cachia
2013 FEATURE FILM	<i>TURKEY SHOOT</i>	Prod Co: Unicorn Films Director: Jon Hewitt
2012 FEATURE FILM	<i>PATRICK</i> <i>2nd unit</i>	Prod Co: IFM Films 2U Director: Darrin Keough
2011 FEATURE FILM	<i>HOUSEBOUND</i>	Prod Co: Kitchen Sink Films Director: Gerard Johnstone
2011 FEATURE FILM	<i>TIMESLOW</i>	Prod Co: Real Time Director: Sally Tran

WORK EXPERIENCE - DIRECTING / PRODUCING

2025 TVCs	<i>PILLOW TALK - SUNDAYS & CHRISTMAS CAMPAIGNS</i>	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	<i>SODASTREAM LOCAL CAMPAIGN - FIZZ, MIX, ENJOY</i>	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	<i>PRODUCER - VARIOUS</i>	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	<i>SECOND TO NONE</i>	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	<i>COMMERCIAL VIDEO PRODUCER</i>	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 - DIRECTING / PRODUCING (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 - DIRECTING / PRODUCING (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.