

# Emily Green

## CREATIVE PRODUCER

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### Summary

Accomplished client-facing producer specializing in high quality TVCs and video content. Resourceful and innovative with experience with advertising agencies and direct clients, Emily has a creative mind paired with outstanding time management, leadership and interpersonal skills. With a strong work ethic and wealth of experience across a range of industries, Emily has worked on projects for the likes of Mazda, BBDO, Mitsubishi, Y&R, Kmart, Leo Burnett, Estee Lauder and Jacobs Creek.

Currently based in New York, Emily is dedicated to creative collaboration and shares a genuine passion for crafting and producing brand stories that inspire and amaze.

### Key Skills

|                              |                                 |                        |
|------------------------------|---------------------------------|------------------------|
| Executive producing          | Line producing                  | Client/account service |
| TVCs, branded content,       | Pitching and new business       | Budgets and scheduling |
| corporate film, music videos | Creative talent management      | Talent contracting     |
| Production management        | Business strategy               | Marketing and PR       |
| Post production coordination | Internal & client presentations | Project management     |

### Experience

Dec 2013 - present  
**Creative Producer** limeykgreen

- ◆ Freelance producer of TVCs, branded content and corporate film
- ◆ Highly-skilled at producing, production management, location management, assistant directing, new business development, management of creative talent and more

Feb 2008 - Dec 2013 KOJO/Spirit Films South Australia

March 2012 - Dec 2013  
**Executive Producer of Content**

- ◆ Effectively manage and grow production department in creative storytelling company
- ◆ Produce award-winning video content for advertising agencies and direct clients including TVCs, branded/online content and corporate film
- ◆ Source, curate and represent suite of directors, DOPs and photographers
- ◆ Staffing and performance reviews, train, mentor and motivate team to reach creative, personal and financial targets
- ◆ Grow national presence, staff and manage production operations across Australia
- ◆ Champion integration with internal post production, digital and events businesses
- ◆ Critical role in executive management committee, advise on business strategy
- ◆ Build and service relationships with new and existing clients
- ◆ Source and contract onscreen and VO talent
- ◆ High-level financial reporting, board reports and executive summaries
- ◆ Lead pitches, craft tenders and proposals, compile treatments and showreels
- ◆ Drive impactful marketing and PR activities, write press releases, lead client presentations, formulate business development strategies and generate new business

March 2011 - March 2012  
**Producer**

- ◆ Lead production of TVCs, branded content and corporate communications
- ◆ Enhance and execute creative vision of clients and directors
- ◆ Formulate and manage schedules, budgets, invoicing and forecasting
- ◆ Effectively manage bookings of crew, equipment, talent and facilities
- ◆ Source locations, cast, wardrobe, art department when required
- ◆ Grow business through marketing, manage print and social media output, administer website updates

Feb 2008 - March 2011  
**Production Manager/PA**

- ◆ Support producers, directors and crew in production management of high-end TVCs
- ◆ Provide administrative support including research, invoicing, asset management, office management, maintenance of website and social media activity
- ◆ Ensure projects are consistently delivered on time and on budget
- ◆ Formulate and execute production processes, including effective management of all pre-production administration, shoot and post-production reconciliation
- ◆ Regular tasks include crew and talent bookings, call sheet formulation, scheduling, assistant directing, travel and logistics

June 2006 - Feb 2008                      Imagination                      South Australia  
**Production Coordinator/PA**

- ◆ Coordinate production of interactive DVD and board games
- ◆ Create and manage strict timelines, budgets and quoting
- ◆ Ensure meticulous quality control at all stages of production
- ◆ Liaise with international recording studios, licensors and talent agents
- ◆ Supervise video editors, sound engineers and external suppliers
- ◆ Coordinate multiple language reversions as required

April 2003 - Jan 2007                      Tower Hotel                      South Australia  
**Bartender/waitress**

- ◆ Effectively manage high pressure environment
- ◆ Utilize excellent interpersonal and communication skills
- ◆ Implement troubleshooting skills handling customer relations and complaints
- ◆ Demanding of an exceptional work ethic; long hours, late nights and shift work

July 2001 - Feb 2009                      Private Tutoring                      South Australia  
**Academic tutor - Maths, English, ESL and French**

- ◆ Motivate high school and mature age students to achieve personal and academic goals
- ◆ Exercise effective organization, communication skills and lateral thinking
- ◆ Demonstrate excellent mentoring and interpersonal skills
- ◆ Display excellent command and understanding of the English language

## Education

2012                      National AWARD School  
*Highly-regarded course for advertising creatives; stringent application process*  
2010                      Advertising Federation of Australia Adschool copywriting course  
2005                      Advertising Federation of Australia Adschool foundation course  
2005                      Bachelor of Media, University of Adelaide, outstanding achievement

## Achievements

2012                      Recipient of inaugural 'Blue Sky Award' (employee of the year) for 'passionate curiosity, unwavering positive attitude and a natural talent for inspiring nurturing and supporting others'  
2011                      Creative Director of 34th Annual Adelaide Advertising and Design Club Awards  
2006                      Third place in international *Firefox* advertising competition, held as part of San Francisco Film Festival  
2005                      University of Adelaide, recognized for *Outstanding Achievement in the Humanities and Social Sciences discipline*; distinction average  
2002                      Tertiary Entrance Rank 95.75 (out of 100)  
1994                      Awarded academic scholarship to Seymour College  
1997                      'Aurora Camp' for Gifted and Talented Students in the English discipline

## References & Credits

Written references are enclosed, and further referees available on request

Credits available on request, or at <http://limeykgreen.com/cv---creds.html>

## I like...

Travel                      Personal fitness  
Documentaries                      Great food and wine  
Photography                      Punk music