

DIRECTOR OF COMMUNICATIONS PRODUCER

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SUMMARY

I currently work as Director of Communications and Development at Preshil. Managing all of the schools advertising, publicity and marketing activities. I oversaw, in conjunction with the school's advertising agency Sense Advertising, the complete refresh of the school's branding including all new advertising, brochures, stationery & a complete new website built entirely from scratch in wordpress. For key aspects of this job you can read my experience below.

I have completed a course in "Innovative Spaces & Pedagogy at Melbourne University, where we looked at 'What do 'innovative' school & classroom spaces look like?' & 'How can spaces best be utilised by students & teachers?' Facilitated by ex Preshil Alumni Dr Ben Cleveland, which included site visits & hands-on design & pedagogy workshops. Working in teams to develop new knowledge concerning education's most recent challenge – making 'effective' the design, occupancy & utilisation of the new learning environments currently being built in many schools.

I have also worked extensively in the film, television and media industry for over 16 years. During this time i have undertaken a number of roles, both locally and internationally, as Producer, Production Manager, Editor, Makeup Artist and Costume Standby to name a few, gaining in-depth knowledge and hands on experience in all facets of production. As well as having graduated with an Associate Diploma of Business "Advertising" Marketing & Japanese. I also set up and managed, along with Director Karl von Moller, the Melbourne based production company, Artisan Films (Australia) in 1997.

I have produced many music clips locally for bands as well as numerous television commercials, corporates, dvds, podcasts & web content. Clients include The Australian Defence Force, NGV, Tourism VIC & Pilkington glass to name a few. This also includes many Charity Commercials & Corporates for 'RED NOSE DAY' - VP Day & Community Health & have produced many awarded projects to date.

SPECIALTIES

Co-ordination of advertising, marketing and promotion. Including preparation of media schedules and budgets, liaising with Alumni, maintaining an extensive database, administration of the school website and e-communications. c-ordinating various fund-raising initiatives and assist with grant applications. I am experienced in preparing, accounting & managing all facets of production & post-production, including implementing budgets on various scales both locally and internationally.

EXPERIENCE

Director of Communications & Development at Preshil, The Margaret Lyttle Memorial School. WHEN: 2009 - Present (3 years)

KEY ASPECTS: COMMUNICATIONS:

- Responsible for design & development of the overall communications & marketing strategy of the school & establishment & management of community relations & development program.
- Plan, schedule & monitor the marketing & advertising budgets
- Plan & coordinate a media schedule for advertising & editorial placement each year including print, online, radio & outdoor as well as internal advertising material & including liaising with our advertising agency & various media houses publications. Including monitor & plan, publicity opportunities in order to gain regular positive media coverage for the school, including distribution of press releases & editorial
- Manage, create & maintain content for the Preshil website & social media accounts
- Manage production of video content, organising photography/audio for promotional purposes & some school events & planning, implementation & monitoring of the internal publications strategy
- Manage ongoing development & implementation of the marketing & advertising plan for the school in consultation with our advertising agency.

KEY ASPECTS: DEVELOPMENT:

- Coordination, consultation, budgeting and commissioning of all marketing material, including brochures, stationery, online & ongoing internal and external advertising needs for the Preshil Foundation.
- Administration & coordination of letters & receipts for ongoing pledges & donations for the Preshil Foundation
- Assist & coordinate grant & various funding opportunities • Manage the development & maintenance of school database

LEADERSHIP:

- Member of the Schools Leadership Team – Comprising of Principal, Assistant Principals and Business Manager
- Member of the Schools Master Plan Committee – Corresponding with members in regards to the ongoing development of the Masterplans for each campus
- Member of the Schools ICT Leadership Team - Team responsible for the overall ICT strategy including development, implementation & research

EXPERIENCE

Owner at Artisan Films WHEN: May 1997 - Present (15 years +)

Please see the following pages for my experience at Artisan Films and TVC Production.

SKILLS AND EXPERTISE

Drawing, Painting, Wordpress, Writing, MYOB, InDesign, Photoshop, Final Cut Pro, Social Media, Digital Media, Theatre, Musical Theatre, Acting and Singing

EDUCATION**Victorian College of the Arts**

Acting - Body and Voice, 2012 - 2012

Melbourne University

Single Subject, Innovative Space and Pedagogy, 2011 - 2011

RMIT University

Associate Diploma, Business Advertising, Marketing and Japanese, 1994 - 1996

Sabcar Model Agency Brisbane

Diploma, Modelling and Deportment, 1983 - 1983

Activities & Societies: Participating in Fashion Shows & Photo shoots, Studied all aspects of modelling & deportment including catwalk, studio & location photography.

Flagstaff College

Makeup & Special FX Certificate, Makeup and Special FX

HONOURS AND AWARDS

- 1 * Recognised by the Advertising Institute of Australasia for academic achievement in 1997
- 2 * BMW RMIT Student award for best achievement in Production.
- 3 * Rexel Best Independent Music Clip 'Below Ground Music Video Festival'. Please visit my blog at bronte Howell.com to see my artwork or visit my 'about me' tab to download my CV.

INTERESTS

Art, Design, Architecture, Philosophy, Drama, Education

TELEVISION COMMERCIALS EXPERIENCE

| DATE | PRODUCT | AGENCY | DIRECTOR | DOP |
|--------|-------------------|-------------|-----------------|-----------------|
| Mar-08 | AFL Army Award | GPYR | Karl von Moller | Karl von Moller |
| Jul-06 | MetriCon 4squares | Disegno | Karl von Moller | Karl von Moller |
| Jan-06 | Drytron | Visual Jazz | Jon Luscombe | Karl von Moller |

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|---------|--------------------|-------------------|-----------------|-----------------|
| Dec-05 | Metricon Homes | Disegno | Karl von Moller | Karl von Moller |
| Oct-05 | Army Reserve TV | Y&R | Karl von Moller | Karl von Moller |
| Jun-05 | VP DAY | Y&R | Karl von Moller | Karl von Moller |
| JMay-05 | Aircrew Cinema | Y&R | Karl von Moller | Karl von Moller |
| Nov-04 | Navy Officer | Y&R | Karl von Moller | Karl von Moller |
| May-04 | IDS Red Nose Day | Y & R | Karl von Moller | Karl von Moller |
| May-04 | National Gallery | Y & R | Karl von Moller | Karl von Moller |
| Feb-04 | Army Reserve | Y & R | Karl von Moller | Karl von Moller |
| Jan-04 | Simonds Homes | Visual Jazz | Jon Luscombe | Karl von Moller |
| Jul-03 | ADF Pilots Recruit | Y & R/Mattingly | Karl von Moller | Karl von Moller |
| Apr-03 | SIDS Red Nose Day | Y & R Mattingly | Karl von Moller | Karl von Moller |
| Jan-03 | imonds Homes | Visual Jazz | Jon Luscombe | Karl von Moller |
| Oct-02 | TAB "Bet Early" | Y & R Mattingly | Karl von Moller | Karl von Moller |
| Aug-02 | Coles Toshiba | Y & R Mattingly | Richard Muntz | Karl von Moller |
| Mar-02 | Army Reserve | Y & R Mattingly | Karl von Moller | John Brawley |
| Feb-02 | Duntroun | Y & R Mattingly | Karl von Moller | John Brawley |
| Jan-02 | MagicHorse China | 999 Advertising | Sun Zhou | Karl von Moller |
| Nov-01 | Airforce Officers | Y & R Mattingly | Karl von Moller | John Brawley |
| Oct-01 | UltraSlim Mousse | cummins&partners | Karl von Moller | Karl von Moller |
| Sep-01 | Airforce Fast Jets | Y & R Mattingly | Karl von Moller | Karl von Moller |
| Jun-01 | Airforce Navigator | Y & R Mattingly | Karl von Moller | Karl von Moller |
| Apr-01 | AAPT 'Regional' | Collins Thomas... | Karl von Moller | Karl von Moller |
| Mar-01 | PRIMUS | cummins&partners | Karl von Moller | Karl von Moller |
| | Uncle Bens | Pure Creative | Karl von Moller | Karl von Moller |
| | Starburst Popstars | Pure Creative | Karl von Moller | Karl von Moller |
| Dec-00 | Navy | Y & R Mattingly | Karl von Moller | Karl von Moller |
| Oct-00 | UltraSlim Novartis | cummins&partners | Karl von Moller | Karl von Moller |
| Jun-00 | AAPT SmartChat | Collins Thomas... | Karl von Moller | Karl von Moller |
| May-00 | Ovalteenies | cummins&partners | Karl von Moller | Karl von Moller |
| Mar-00 | Connex Hillside | cummins&partners | Karl von Moller | Karl von Moller |
| | Primus Mobiles | cummins&partners | Karl von Moller | Karl von Moller |
| | The Age MPG | Samuelson Talbot | Karl von Moller | Karl von Moller |
| Dec-99 | Kia Shuma | cummins&partners | Karl von Moller | Karl von Moller |
| Sep-99 | Kia Y2K | cummins&partners | Karl von Moller | Karl von Moller |
| | Kia Carnival | cummins&partners | Karl von Moller | Karl von Moller |
| | Clarks Kids Fit | cummins&partners | Karl von Moller | Karl von Moller |
| | Primus Locals | cummins&partners | Karl von Moller | Karl von Moller |
| Jun-99 | Primus 7cSundays | cummins&partners | Karl von Moller | Karl von Moller |
| May-99 | KIA Mentor | cummins&partners | Karl von Moller | Karl von Moller |
| Apr-99 | Primus 1/2 hrs | cummins&partners | Karl von Moller | Karl von Moller |
| Feb-99 | Primus Interactive | cummins&partners | Sean Cummins | Karl von Moller |
| | Nintendo "Splat" | Y & R Mattingly | Karl von Moller | Karl von Moller |
| | Citibank Card | Y & R Mattingly | Karl von Moller | Karl von Moller |

INTERACTIVE - INTERNET, CDROM and DVD Content

| DATE | PRODUCT | AGENCY | DIRECTOR | DOP |
|--------|------------------------|-------------|-----------------|-----------------|
| Jul-08 | Tourism Vic Footage | Direct | Karl von Moller | Karl von Moller |
| Jun-08 | ADF Techtrades | GPYR | Karl von Moller | Karl von Moller |
| Jun-08 | Tourism Vic Footage | Direct | Karl von Moller | Karl von Moller |
| May-08 | DF Airmen's Code | GPYR | Karl von Moller | Karl von Moller |
| Oct-07 | ISCHS Health Services | Direct | Karl von Moller | Karl von Moller |
| Aug-07 | ADF Chong Ju | GPYR | Karl von Moller | Karl von Moller |
| Dec-06 | ADF Cadet DVD | GPYR | Karl von Moller | Karl von Moller |
| Jul-06 | ADF Kapooka cdrom | GPYR | Karl von Moller | Karl von Moller |
| Feb-06 | Navy Interactive | Visual Jazz | Karl von Moller | Karl von Moller |
| Jun-05 | Sumatra interviews | Y&R | Karl von Moller | Karl von Moller |
| Jun-05 | Navy Seaman interviews | Y&R | Karl von Moller | Karl von Moller |
| Jan-05 | ADF Officer cdrom | Y&R | Karl von Moller | KVM , JB |
| Dec-04 | DF NAVY TechTrades cd | Y&R | Karl von Moller | Karl von Moller |
| Dec-04 | ADF Undergraduate cd | Y&R | Karl von Moller | KVM , JB, MS |

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|--------|--------------------------|-------------|-----------------|-----------------|
| Jul-04 | Chadstone Viral campaign | Visual Jazz | Jon Luscombe | Joanne Donahue |
| Apr-04 | BRW Viral email | Visual Jazz | Jon Luscombe | Karl von Moller |
| Jun-04 | ADF TechTradescdrom | Y&R | Karl von Moller | Karl von Moller |
| | ADF Pilots cdrom | Y&R | Karl von Moller | Karl von Moller |

FEATURES, TRAILERS, DOCUMENTARIES AND SHORTS

| DATE | DESCRIPTION | PRODUCTION CO. | DIRECTOR | FORMAT |
|---------|----------------------|----------------|-----------------|----------|
| Current | Broken Wings Doco | Artisan Films | Karl von Moller | HD |
| Current | Beyond the Boneyard | Artisan Films | Karl von Moller | 16mm |
| Develp' | Katalin | Artisan Films | Karl von Moller | DigiBeta |
| May-99 | Malvern Star Trailer | Kate Whitbread | Karl von Moller | 35mm |
| Mar-97 | Phage US (trailer) | 20th Cent'FOX | Jamie Blanks | 16mm |
| Jul-96 | I Know What'Summer | Propaganda | Jamie Blanks | 35mm |

POST PRODUCTION - SUPERVISION

| DATE | PRODUCT | AGENCY |
|--------|--------------------------------|--------------------|
| Jan-09 | avy Music Clip DVD | GPYR |
| Oct-08 | RB TVC | Direct/Silverspoon |
| Nov-06 | DF Cadet DVD | GPYR |
| Jul-06 | ADF Kapooka cdrom | GPYR |
| Jul-06 | Metricon 4squares TVC | Disegno |
| Jan-06 | rytron TVC | Visual Jazz |
| Dec-05 | Metricon Homes TVC | Disegno |
| Jun-05 | Sumatra cdrom | Y&R |
| Jun-05 | avy Seaman cdrom | Y&R |
| Jun-04 | DF TechTrades cdrom | Y&R |
| Jun-04 | ADF Pilots cdrom | Y&R |
| Jan-04 | imonds Homes TVC | Visual Jazz |
| Nov-03 | SignLanguage music video | Space Like Alice |
| Feb-03 | Grounded music video | Space Like Alice |
| Jan-03 | Simonds Homes TVC | Visual Jazz |
| Jan-03 | Chiropractic Care corporate | Peak Potential |
| Apr-00 | Pilkington Glass corporate | Disegno |
| Jul-00 | Nicky Nichols Misunderstood | Nicky Nicols |
| Jul-00 | Superman Supergirl music video | Killing Heidi |
| May-99 | Malvern Star Trailer | Kate Whitbread |
| Feb 98 | Manual Handling corp | Good Sheperd |

MUSIC VIDEO'S

| DATE | PRODUCT | SONG | PRODUCTION | DIRECTOR |
|--------|------------------|---------------------|---------------|-----------------|
| Nov-03 | Space Like Alice | SignLanguage | Artisan Films | Karl von Moller |
| Feb-03 | Space Like Alice | Grounded | WA WA MUSIC | Karl von Moller |
| Jul-00 | Killing Heidi | Superman Supergirl | Artisan Films | Karl von Moller |
| | SOHO Strings | Live @ theplayhouse | Artisan Films | Karl von Moller |
| | SOHO & Tommy | Live @ theplayhouse | Artisan Films | Karl von Moller |
| | Nicky Nichols | Misunderstood | Artisan Films | Karl von Moller |

CORPORATES AND PROMOS

| DATE | PRODUCT | AGENCY | DIRECTOR |
|--------|-----------------------|-----------------|-----------------|
| Oct-07 | ISCHS Health services | Direct | Karl von Moller |
| Jan-03 | Chiropractic Care | Peak Potential | ronte Howell |
| Apr-00 | Pilkington Glass | C/O Disegno | Karl von Moller |
| Sep-98 | nternational Truck | BTB Communic' | Karl von Moller |
| Jul-98 | Ford XR6 "Launch" | C/O Photomation | Maciej Wszlaki |

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|---------|--|------------------------------------|------------------------------------|
| Oct-97 | Chupa Chups | Y & R Mattingly | Karl von Moller |
| Feb 98 | Manual Handling corp ANZ Corporate NZ | Good Sheperd Propellor films NZ | Karl von Moller David and David |
| Dec--97 | ANZ Corporate NZ | Propellor films NZ | David and David |

MISCELLANEOUS ROLES

| DATE | PRODUCTION | JOB |
|--------|----------------------------------|--|
| Jul-99 | Huntsman 5.1 Trailer | Production Manager |
| Jun-99 | ourney to the centre of... | Standby Costume |
| Apr-99 | Seachange Series | Standby Costume |
| Feb-99 | Adidas TVC | Standby Costume |
| Jul-98 | Noahs Ark Telemovie | Standby Costume |
| Jul-98 | SPC "Cool Fruits" TVC | Production Manager |
| Jun-98 | Dulux "Jelly Beans TVC | Production Manager |
| Mar-98 | HBA Nat Therapies TVC | Production Manager |
| Sep-97 | Halifax FP SERIES | Standby Costume |
| Jun-97 | Moby Dick Telemovie | Standby Costume |
| May-97 | Head on Feature Landrover TVC | Continuity Assistant Production Assistant |
| Nov-94 | iddlers Green Telemovie | Standby Costume |

AWARDED WORK

| | | |
|---------------|----------------------|---|
| Miscellaneous | 2004 | Best Independent Music Video for Space Like Alice "SignLanguage" At the BelowGround music Video Festival Sydney. |
| ATV | 2001 2000 | Navy Recruiting TVC KIA Mentor learner TVCs |
| ACS Commended | 2006 2000 1999 | VIC Award 'JOGGER' TVC Army Reserve VIC Award Killing Heidi "Superman" Music Clip VIC Award KIA "Kia Generations" Carnival launch TVC |
| ACS GOLD | 1993 | VIC Award "The Huntsman" Student film (Director: Brent Houghton) |
| ACS Silver | 2000 1993 | VIC Award Pilkington "Smart Glass" Corporate VIC Award "Silent Number" Student film (Director: Jamie Blanks) |