

Advertising Production Experience

Nov 2021 - July 2023

M&C Saatchi - Account Director

Client: **Countdown Supermarket**

- Led large-scale ad campaigns for Countdown including BRICKS Farm collectables. Prod Co: The Rig. Director: Glen Atkins
- Adept at producing logistical plans and managing large numbers of varying stakeholders

Nov 2019 - May 2020

TRACK, DDB Group - Account Director

Client: **Westpac Bank**

- Produced instructional online and CRM comms for Mastercard security passcodes. Prod Co: DDB Maker

Sept 2018 - Sept 2019

Bob's Your Uncle - Agency Producer and Account Director

Clients: **Ara Institute, Co-op Bank**

- Managed a complex rebrand campaign for Ara Institute which told the story of staff and students. Prod Co: Reload Pictures. Director: Vicki Leopold
- Produced the Co-op Bank's four-day brand film and imagery shoot. Prod Co: Reload Pictures. Director: Vicki Leopold

May 2019 - Aug 2019 contract

SPECIAL Group - Account Director

Clients: **TSB Bank, Lumino Dentist**

- Managed development and production for instructional digital and social video campaign for TSB Bank, Home Loan Insurance
- Managed brand campaign shoot for Lumino Dentists

Jan 2019 - Mar 2019 contract

Colenso - Account Director

Client: **DB Breweries**

- Organised brand ideation and pre-production for Monteiths' rebrand campaign 'Brewed For ...'
- Managed post production for DB Export TVC. Post Production: Block Head Studios

June 2012 - Dec 2018

BC&F Dentsu - Snr Account Mgr

Clients: **Jetstar, Qantas, Subaru, The Heart Foundation, Simplot, Hell Pizza, Yamaha and more**

- Led multiple integrated ad campaigns for Jetstar including a complicated partnership promotion with TVNZ Breakfast show which saw a winners story brought to life live on air
- Client and Agency Manager across multiple ad campaign shoots for the Heart Foundation. Including Prod Co: Flying Fish & Eight. Directors: James Solomon / Paolo Rotondo
- Managed photoshoot for Yamaha Jet Ski

London Media & Brand Experience

In the UK I helped create TV shows, documentaries, and films. I've found these creative and organisational skills have given me a solid foundation to which I build brands today.

2000 - 2011 (In order of most recent in 2011)

- TV - The Apprentice UK/ Reality/ BBC Studios - Production Crew Coordinator
- Film - City Slacker/ Rom Com/ Wimbledon Film Studios - Production Coordinator
- Film - Strippers vs Werewolves/ Comedy/ Black n Blue Films - Script Supervisor
- TV - Discovery Networks EMEA/ Documentary - Promo Department: Production Coord, Production Mgr, and Continuity Producer
- TV - Self-shooting Producer for Indian Rickshaw Rally, aired on BBC World Service
- Film - Self-shooting (Z1) Producer for Behind the Scenes - Holy Water; a feature film with a cinematic release
- TV - Digitiser and Editorial Assistant for Octagon on documentary Chasing Churchill, Discovery Channel
- Digital / Online - Self-shooting Producer and FCP Editor for MIA International
- TV - Production Coordinator for Live TV Shows on Live Nation including host Caroline Flack
- Radio - Internship on Phil Jupitus Breakfast Show for 6 Music BBC
- TV - Runner at multiple post-production houses in London for advertising, documentaries and film
- TV - Studio Assistant at Riverside Studios including shows Top of the Pops, and TFI Fridays, art house films and fringe theatre
- TV - Client liaison / Studio Assistant at Elstree Studio for TV show Who Wants to Be a Millionaire

Education

2003

2:1 Bachelor of Arts, Film & Television

University of Surrey, Roehampton, London

Feedback

- *"Kate looked after a complicated & fast moving production. She worked cheerfully & accurately throughout. Kate was able to handle the demands & adjust to the changes required whatever the time of day or night! I wouldn't hesitate to work with Kate again."*
- Production Director on The Apprentice UK

More Feedback

- *“Kate looked after a complicated & fast moving production. She worked cheerfully & accurately throughout. Kate was able to handle the demands & adjust to the changes required whatever the time of day or night! I wouldn't hesitate to work with Kate again.”*
- Production Director on *The Apprentice UK*
 - *“I've thoroughly enjoyed working with you and thank you so very much for all your wonderful guidance, support, sense of humour and patience through the projects!”*
- Senior Marketing Manager, *Countdown Supermarkets NZ/AU*
 - *It has been a fantastic and highly enjoyable process getting this creative to market. We have been incredible impressed with your professionalism, openness and collaborative approach throughout”*
- Group Brand Manager, *Simplot NZ/AU*
 - *“It has been an absolute pleasure working alongside the Bob's team and we've been Cared for and supported by Kate every step of the way. I'm so proud. Thank you.”*
- Deputy Chief Executive, *Ara Institute of Canterbury NZ*
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