

ALEX SCHOFIELD

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PERSONAL STATEMENT

I am a dynamic, detail driven individual with extensive experience ranging from low-key shoots to complex, multi-layered productions. With over ten years of combined experience across diverse production environments - both freelance and in a full-time role within a leading global, fitness-focused organisation. I bring a deep understanding of end-to-end production delivery.

I excel at overseeing teams, optimising workflows and maintaining operational efficiency across both creative and technical environments. Known for my organisation, precision and commitment to high standards, I consistently look for ways to refine systems and enhance processes.

I bring structure, clarity and proactive problem solving to every project, with strengths in timeline management, budgeting, contracts, health & safety and team leadership.

SKILLS

- Proficient in Microsoft Office Suite, Planner, Trello, Contract Eagle, JotForm, Slack, D365 and Showtools.
- Advanced proficiency in the Adobe Creative Suite (Photoshop, Premiere Pro, After Effects and Illustrator).
- Strong capability in scheduling, diary & calendar management, document creation, spreadsheet management and travel coordination.
- Skilled in budgeting, invoicing and cost reconciliation.
- Highly reliable with a strong work ethic and a proven record of meeting deadlines.
- Fast learner with the ability to quickly adapt to new tools and processes.
- Committed to maintaining high Health & Safety standards and practices.
- Skilled DSLR photographer.
- Well-versed in The Screen Guild's *The Blue Book*.
- Confident performer with experience in dramatic arts, improvising and stage work.
- Holder of a Full New Zealand Driver Licence.

WORK EXPERIENCE

FREELANCING WORK | FILM CREWS NZ

May 2026 - Present

JULY 2026	PIZZA HUT TVC & Stills Motion Sickness	PRODUCTION MANAGER	HOD: Joseph McAlpine
JULY 2026	SINGAPORE AIRLINES - 50TH ANNIVERSARY Video & Stills Motion Sickness	PRODUCTION MANAGER	HOD: Joseph McAlpine
MAY 2026	HEART OF CITY - RESTAURANT MONTH 2026 Stills Motion Sickness	PRODUCER PRODUCTION MANAGER	HOD: Joseph McAlpine
MAY 2026	RYMAN - BRAND PHOTOGRAPHY Stills Motion Sickness	PRODUCTION MANAGER	PROD: Anna Stuart
MAY 2026	GRIFFINS - CHIT CHAT Stills Motion Sickness	PRODUCTION MANAGER	HOD: Joseph McAlpine

PRODUCTION MANAGER | LES MILLS INTERNATIONAL

February 2025 - March 2026

Supported the Head Producer by coordinating all pre-production and filming logistics for various Les Mills Product & Brand content.

Key Projects & Productions

- Reformer Pilates | Les Mills Newmarket
- Initial Training Videos | KBC Studio
- Born To Move 38 | KBC Studio

- Born To Move 37 | Long Bay Primary School
- Born To Move 36 | Long Bay Primary School

Administration & Operations

- Production representative on the Health & Safety Committee.
- Manager of stored production assets - overseeing organisation, maintenance, health & safety and security.
- Granted responsibility for a company credit card with a \$5K spending limit.
- Provided maternity cover with full responsibility for invoice processing and credit card reconciliation for the CCO.
- Led the reorganisation of Production folders to improve accessibility and workflow.
- Team Leader for Production Coordinators - supporting workflows, prioritisation and team performance.

JUNIOR PRODUCTION MANAGER | LES MILLS INTERNATIONAL

August 2023 - February 2025

Supported the Head Producer by coordinating all pre-production and filming logistics for various Les Mills Product & Brand content.

Key Projects & Productions

- BTM 35 | Flanshaw Road School
- BTM 34 | Flanshaw Road School
- BTM Music Video | Flanshaw Road School
- BTM 33 | Flanshaw Road School
- MCQ124 | X3 Studios & Les Mills City Gym

Administration & Operations

- Production representative on the Health & Safety Committee.
- Manager of stored production assets - overseeing organisation, maintenance, health & safety and security.
- Granted responsibility for a company credit card with a \$5K spending limit.

VIDEO PRODUCTION COORDINATOR | LES MILLS INTERNATIONAL

March 2022 - August 2023

Supported the Head Producer and Production Manager by coordinating all pre-production and filming logistics for various Les Mills Product & Brand content.

Key Projects & Productions

- Les Mills Live LA | Los Angeles Convention Center
 - Essential team member, coordinating production logistics and travelling to Los Angeles, USA for this large-scale international live filming event.
- MCQ323 | Shed 10
- MCQ223 | Barfoot & Thompson
- Les Mills Live London | Excel London
 - Essential team member, coordinating production logistics and travelling to London, England for this large-scale international live filming event.
- MCQ422 | Vodafone Event Centre
- MCQ322 | Spark Arena

Administration & Operations

- Coordinated production assets - overseeing organisation, maintenance, health & safety and security.
- Managed credit-card reconciliation for the Head Producer and Production Manager.

FREELANCING WORK | FILM CREWS NZ

2016 - 2022 [Highlights - Full list available on request]

FEBRUARY 2022	ADIDAS - RUN FOR THE OCEANS TVC Augusto	CAST COORDINATOR COVID COORDINATOR	PROD: Brad Harvey
DECEMBER 2021	ODD COMPANY TVC Motion Sickness	PRODUCTION COORDINATOR CAST COORDINATOR	PROD: Joseph McAlpine
DECEMBER 2021	HEINEKEN - CHEERS TO ALL TVC Motion Sickness	PRODUCTION COORDINATOR CAST COORDINATOR	PROD: Joseph McAlpine
NOVEMBER 2021	FRANK ENERGY TVC Motion Sickness	PRODUCTION COORDINATOR CAST COORDINATOR	PROD: Joseph McAlpine

AUGUST 2021	THE EGGPLANT - EPISODE 7 <i>Mini Series Bonus Episode</i> Motion Sickness	PRODUCTION COORDINATOR CAST COORDINATOR	PROD: Joseph McAlpine
APRIL 2021	AUCKLAND TRANSPORT - DRIVER DISTRACTION TVC Toybox	PRODUCTION COORDINATOR	PROD: Vicki O'Leary
OCTOBER 2020 - NOVEMBER 2020	THE EGGPLANT <i>Mini Series</i> Motion Sickness	PRODUCTION COORDINATOR CAST COORDINATOR	PROD: Joseph McAlpine
JULY 2019 - AUGUST 2019	EX ON THE BEACH: PEAK OF LOVE <i>Television Series</i> Imagination TV	CAST ASSISTANT	CM: Rickie Chowdry CM: Isabella Cherry

MANAGER | FOUR SQUARE

January 2011 - October 2018

Four Square Superette, Waiau Pa

Training Courses attended:

- Lotto Sales Training (18 December, 2012)
- Health and Food Safety Training (2012 - 2016)
- Managing Licensed Premises Training (21 April 2015)
- NZQA Unit 4646 Level 4 Sale and Supply of Alcohol Act 2012 and its implications for licensed premises
- NZQA Unit 16705 Level 4 Host responsibility requirements as a manager of licensed premises

EDUCATION

AUCKLAND UNIVERSITY OF TECHNOLOGY | BACHELOR OF DIGITAL DESIGN 2014 - 2016

- Majored in Visual Effects
- Minored in Cinematic Arts (A average)

In 2016 my short film *Body in the Box* was accepted into two film festivals. The online film festival Flix Halloween Horror Fest under the short film category and the Nightmare Film Festival held in Columbus, Ohio under the Thriller short film category.

ACG STRATHALLAN COLLEGE | CAMBRIDGE QUALIFICATION 2009 - 2013

- A2 Design and Technology
- A2 Photography
- A2 Art and Design
- AS Drama

In December 2013 I was awarded 2nd Place in Senior Photography for the 2013 New Zealand Young Designer Awards.

In my senior year of high school, I was selected to travel to Dubai, Paris, London and New York to explore a variety of creative mediums.

ADDITIONAL TRAINING

LEADERSHIP DEVELOPMENT INTENSIVE | 2BH 2025

I completed a three day/three night Leadership Development Intensive that takes a thorough and intensive deep dive into who you are as a human being and a leader. I learnt that leadership is not a position or title, it is an expression of who we are as individuals and human beings. Inspiring, successful and compassionate leadership comes from truly understanding ourselves, how we think, feel and behave and then developing self-awareness to see how those beliefs and behaviours impact other people.

FIRST AID REFRESHER | ST JOHN 2025

Successfully completed a course of instruction in First Aid Refresher - 6 hours.

PROJECT MANAGEMENT | UNIVERSITY OF AUCKLAND 2024

Completed a two-day course in Project Management in November 2024.

This course dealt with the fundamentals of project management, in both traditional and agile environments. It covered methods of planning projects, organisational structures and information management for project teams, project leadership and conflict management, risk management, scheduling and cost control.

HSR STAGE 1: INTRODUCTION TO THE HSR ROLE | IMPAC

2024

This two-day course introduced me to the HSR role and helped to understand the role and responsibilities as a representative and meet the minimum regulatory requirements for training.

BUSINESS WRITING ESSENTIALS | WRITE LIMITED

2024

This course taught me how to achieve clarity, connection and results with your business writing. I learnt practical techniques of good writing, to write professionally and save time for me and my readers. Improving my business writing with plain-language tools and strategies that I can use in short emails, strategic reports and everything in between.

FACING THE TIGER - THE ART OF HAVING BRAVE CONVERSATIONS | LDINZ

2024

This course taught me skills such as:

- Learning to speak so that others will listen and listening so that others feel heard
- Beginning to see obstacles and resistance as opportunities for positive change
- Unhooking yourself from counter-productive reactions and patterns
- Practicing having difficult conversations with a proven 6-step process
- Acquiring tools for resolving conflict with courage and grace
- Mastering the art of having the right conversation with the right person at the right time

MANAGEMENT ESSENTIALS | UNIVERSITY OF AUCKLAND

2024

Completed a two-day Management Essentials course in May 2024, a programme designed for newly promoted leaders and those progressing toward management roles. This course focused on building the core skills and mindset needed to succeed as an effective manager.

HEALTH AND SAFETY COMPETENCIES | IMPAC

2023

Attended face to face Training Course on Health & Safety Competencies.

FIRST AID TRAINING | ST JOHN

2023

Successfully completed a course of instruction in First Aid Level 1 - 8 Hours.

EMOTIONAL INTELLIGENCE | UNIVERSITY OF AUCKLAND

2022

Attended a two-day Emotional Intelligence Course.

SOCIAL STYLES | LES MILLS INTERNATIONAL

2022

Participated in an in-person course delivered by Les Mills International and facilitated by P+C team member Lisa Fraser, focusing on Social Styles in the workplace (Amiable, Expressive, Analytical, Driver).

COORDINATOR TRAINING COURSE | SHARE THE KNOWLEDGE

2021

Chosen to attend The Coordinators Course, this course is an exclusive Screen Industry specialised training course with a focus on excellence, designed for committed, hard-working individuals who want to take their career to the next stage to learn Television and Film Coordinating procedures and how to coordinate across productions and departments effectively and efficiently.

5 DAY TASTER FOR DIRECTORS | THE ACTORS PROGRAM

2018

HOBBIES & INTERESTS

I've had a strong passion for film and television from a young age and my time in the industry has broadened that passion into a deeper appreciation for creative arts, media and content curation. Outside of work, I continue to express my creativity as a professional actor, represented by JAM Talent.

I've also developed a love for travel in recent years and have been steadily crossing new countries off my list. This has inspired me to develop my language skills, and I am currently learning German.

REFERENCES

References available on request.