

Chelsea Addison (she/her)

Production Assistant, Director's Assistant and Runner

2023 RMIT Advertising Graduate

You'll find me in the production department as a Production Assistant/Director's Assistant/Runner, with aspirations of being a Producer. Behind the scenes, I love producing, problem solving, and working within a team to make content people care about. I'm confident on set and in the office, with a background in advertising and TVC production. I'm very interested in gaining more experience in film and tv production.

Education

2021 – 2023

RMIT University, Melbourne CBD

- 2023 graduate of the Bachelor of Communication (Advertising) with Distinction
- Creative Producer of student talk show 'Hungry Talks' with a team of 31
- Short-listed for Cannes Future Lions

Career

April 2023 – Present

Production Assistant (freelance)

- [Poppet](#), TVC production company founded by Nat Taylor
- In this freelance role, you'll find me creating and maintaining production documents and templates, booking crew, processing invoices, attending client meetings, scheduling social media posts, and balancing trays of coffees on set
- Founded by Executive Producer Nat Taylor in April 2023, I worked with Nat from launch with a focus on establishing effective processes, templates, and file structures to ensure the smooth running of the business as it began to grow. This role gave me strong insight into the adaptability of start-ups
- TVC production for [Lite n Easy](#) (Hardhat), [Slater & Gordon](#) (Akkomplice), [Weber](#) (AJF); online content production for [Swinburne Online](#) (By All Means), [Jila Mints](#) (TRP), and [Cancer Council](#)
- Approximately 1+ years

June 2023 – October 2023

Creative Producer

- ['Hungry Talks'](#) 2023 season, live talk show as part of RMITV
- Creative Producer to a team of 31
- I lead the team towards our creative vision and supervised the timely delivery of technical outputs. I organised a total of 56 guests across 9 weekly episodes from a range of agencies including Howatson + Company, The Royals, Thinkerbelle, The Open Arms, Snack Drawer, VMLY&R. Please see highlight reel [here](#).
- My role included coordinating and booking crew, liaising with guests, monitoring progress within the creative team, directing the photography and video shoots for social content, and writing press releases such as [this one for Campaign Brief](#)
- Approximately 4 months

October 2022 – March 2023

Production Assistant Intern

- Sherpa ([Hardie Grant](#)), TVC production company in Cremorne
- Executive Producer Nat Taylor and Producer Beth Malcher
- I was onboarded as a Production Assistant at Sherpa following a successful 6-week internship. These were my very first experiences in production, including my first time on set. This role focused on social media posting, and logistical operations for shoots including organising a live snake
- TVC for [Lite n Easy](#) (Hardhat), TAC (Taboo), Vodka Cruiser and [Local Agent Finder](#) (TRP)
- Approximately 6 months

Interests and achievements

- Writer & Producer for a short film with close friend Jackson Sharpe, [PUNCHLINE](#)
- Developing a website for a community-run space in the Macedon Ranges, the Kerrie Hall
- Experienced in Adobe Suite including Premiere Pro, Illustrator, InDesign, Photoshop, Lightroom and Acrobat
- I hold a WWCC (Working with Children Check)

References

Nat Taylor, [LinkedIn](#)

Executive Producer at Poppet Content and Co-Founder of The Aunties

Please refer to testimonial attached.

Chris Paterson, [LinkedIn](#)

Supervisor of Hungry Talks at RMIT and former Senior Producer at Seven Network, Foxtel, and ABC

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Reference by Nat Taylor, Founder & Executive Producer of Poppet

Chelsea has worked with me as a Production Assistant across both Sherpa, the previous production company I ran as Executive Producer, and in my current role as Founder & EP @ Poppet.

Initially as an intern, Chelsea proved herself to be immediately suited to production by her calm, quick-thinking approach and openness to problem solving. One of the first projects she was involved with required a last-minute snake enclosure being transported to set (classic production nonsense). She was quick to utilize her personal connections to arrange vehicles, oversee timings with the location owner and the snake handler all without supervision.

Chelsea developed from our intern to our favourite freelance PA, bringing her with us on every shoot over the last 18 months, and where possible for assistance in the office. Her love of all aspects of production is obvious in her approach to any request, from the more creative exciting tasks right through to the updating of spreadsheets and invoice reconciliations. Her attention to detail and charismatic manner makes her great both in the office and on set.

Chelsea is a delight and a great asset to any production team. I would whole heartily recommend her for any production role.

I am happy to be contacted at any time to discuss her further if required.

Thanks,

Nat Taylor (she/her)
Founder & Executive Producer of Poppet

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