

ALANA TEASDALE

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PROFESSIONAL EMPLOYMENT

February 2005 - **Freelance Producer (Melbourne)**
to date

Since returning to Melbourne I have had freelance contracts with Exit Films, Grey Advertising Worldwide, Trademark DM, DDB, and most recently have been at The Campaign Palace.

October 2002 - **HHCL/Red Cell**
November 2004 **Kent House**
14 – 17 Market Place
Great Titchfield Street
London W1N 8AJ

Producer

Employed full time at HHCL/Red Cell to work across the board on all accounts at the agency, producing several high profile television and radio campaigns for clients such as Pot Noodle, Sky (BskyB), Autoglass, Kiss FM, Robinson's and Iceland Frozen Foods. It allowed me the opportunity to work with some of the best commercials directors and talent in the world, along with the best sound designers and post production facilities available.

June 2002 - **Mother**
September 2002 **200 St John Street**
London EC1V 4RN

Freelance Senior Production Assistant/Junior Producer

Employed by Mother to work as a Senior PA/Junior Producer to work on a range of commercials – both television and radio - inc. Egg Finance and Motor Insurance, Campbell's Supernoodles, Red Letter Days.com, E-Map Kiss FM and Sneak Magazine, Castlemaine XXXX, The Observer, Hoegaarden and I Can't Believe It's Not Butter.

In September 2002, a 30 second radio ad I produced for The Observer, entitled 'The Exorcist' was awarded the monthly Aerial Award for best commercial. It was later runner up in the final Aerial Awards ceremony in November 2003 for the Best Sound Design category.

March 2002 - **Lowe & Partners Worldwide**
June 2002 **Bowater House**
68 – 114 Knightsbridge
London SW1X 7LT

Freelance TV Production Assistant

I was employed at Lowe's on a project to project basis and worked with their international producer on large multi-national HSBC commercials along with smaller Unilever projects from Turkey and Argentina

March 2001 - **WCRS**
March 2002 **5 Golden Square**
London W1F 4BS

TV Production Assistant

As assistant to the Deputy Head of Television, I worked on all large productions throughout the year, developing commercials for clients such as BMW, Mini, Bupa, First Direct, RAC, Martini, Brylcreem and Tic Tac. I was the production assistant in charge of the Camelot account, ensuring all Lottery commercials were adapted weekly and played out on time. I was also responsible for producing radio commercials for Buzz Airlines, Lunn Poly and Vodafone.

August 1998 - **Abbott Mead Vickers BBDO**
March 2001 **151 Marylebone Road**
London NW1

Creative Co-ordinator

My role as assistant to the creative department included helping with the development of scripts, sourcing reference material, organising meetings with photographers and production companies, assisting the organisation of creative presentations and co-ordinating the award entries. I also helped with personal administration and provided general secretarial support to the department.

May 1997 - **Saatchi & Saatchi Australia**
November 1997 **Level 2, 424 St Kilda Road**
Melbourne Vic 3004

PA to Creative Director

Involved working directly for the Creative Director, duties for which included the running of his day to day business life, typing correspondence, organisation of client and internal meetings, creative presentations, public presentations, organisation and assistance in new business pitches, personal administration and secretarial support to the creative and television departments.

March 1995 - **McCann Erickson**
May 1997 **Level 7, 457 St Kilda Road**
Melbourne Vic 3004

PA to Creative Director and Assistant to TV Producer

Worked directly for the Creative Director, typing all correspondence and scripts, organisation of client and internal meeting, creative presentations, international client liaison, assistance in co-ordination of new business pitches, personal administration, and secretarial support to the creative and print production departments.

My role as assistant to the Head of Television required direct involvement in the quoting of new jobs, pre and post production, in-house editing, restriping and dubbing, talent casting, sourcing and negotiating music copyright. The organisation of viewing director's reels, co-ordination of pre-production meetings, and maintenance of in-house video library ie cataloguing and keeping history reels up-to-date was also my responsibility.

EDUCATION

1993 – 1994 **Royal Melbourne Institute of Technology**
Melbourne, Australia

Associate Diploma of Business in Advertising

Subjects included: TV Production, Creative Services, Marketing, Public Relations, Consumer Behaviour, Advertising Law, Business, Law, Market Research.

1992 **Holmes Business College**
Melbourne, Australia

Diploma of Executive Secretarial Studies

Practical training in Typing, Office Systems, Information Technology and Accounting.

1983 - 1991 **Firbank Anglican School**
Melbourne, Australia

Victorian Certificate of Education

Subjects passed: English, Mathematics, Art, Australian History, Legal Studies.

School Prefect 1991
School Drama Captain 1991

REFERENCES

Fiona Gilles
Head of Television
The Campaign Palace/Red Cell

Tel: 03 9867 7877

Phillip Elliott
Client Services Director
trademarkDM

Tel: 03 9629 8200

Hamish Macdonald
Producer
Exit Films

Tel: 03 9674 4000