

Darren McFarlane

Senior Producer

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PROFILE

DARREN MCFARLANE is a highly experienced senior producer with a diverse portfolio that includes commercials, TV series, web series, short films and features. Notable projects include:

- **High Ground:** Line Producer for the AACTA award-winning feature.
- **Bruce:** Line Produced Tony Rogers' award-winning web series.
- **Brothers' Nest:** Line-Produced this feature film by the Jacobson Brothers.
- **Saw (15 min):** Produced the short film **Saw** as a Proof of Concept for their feature.

Produced the award-winning short film **Grace**, accepted into the 2024 St Kilda Film Festival. He also Line-Produced the award-winning online comedy series **Monologue**. Both these productions highlight Darren's ability to help create outstanding content within challenging timelines and budgets.

Equally, Darren easily meets the challenge, having worked on American and Australian films and TV shows through to complex commercials. He has demonstrated expertise in sourcing the best teams for productions and managing extreme or unique locations, from global shoots for Qantas safety videos to remote Australian sites for Nissan.

Darren is skilled in managing complex relationships with key stakeholders, including financiers, directors, cast, crew, and corporate clients. He brings innovation, creativity, and a clear vision from pre- to post-production. His strong communication and negotiation skills enable him to meet the needs of multiple stakeholders effectively. His high energy and dedication make him a valuable asset to any team.

Darren possesses strong organizational skills, ensuring projects stay within budget and on schedule. As a producer, he effectively delegates responsibilities and manages people. His positive personality and interpersonal skills keep teams motivated. When challenges arise, Darren quickly adapts, implements efficient problem-solving strategies, and adjusts plans to deliver cost-effective outcomes.

WORK HISTORY

Lead Producer, Hogarth Melbourne | March 2023 – October 2023

- Managed a team of producers for Suncorp brands including AAMI, Vero, Bingle and GIO.
- Oversaw all aspects of production, from creative delivery to financial reporting.
- Client-facing role ensuring efficient and effective delivery of projects.
- Collaborated with the creative agency and ran weekly client-agency WIP meetings.

Senior Producer, Truce Films | December 2021 – December 2022

- Line-produced the award winning online comedy series, **Monologue**.
- Produced several TVC's for Singapore based agency, **Prodigious**.
- Produced sophisticated Ryobi TVC that integrated live-action & digital animated tools.

Senior Producer, Head Space Entertainment | 2020- 2022

- Produced two seasons of low budget comedy series, **Metro Sexual**, for 9Now and 9Go.
- Oversaw the development of projects, **Seconds**, **Ladylord**, **Insomniacs** and **Beck & Call**.

Co-Founder, Broad Radio | 2020- 2024

- Co-founded an online radio network aimed at addressing gender parity on our airwaves.
- Helped raise \$385,000 in investment funding to launch Broad Radio in Q3 of 2024.

EDUCATION

- Doctor of Philosophy (Applied Chemistry), RMIT University | 1997- 2002
- PhD Collaboration, Universite de Libre Bruxelles, Belgium | 1995- 1996
- Bachelor of Engineering (Chemical – Honours), University of Melbourne | 1988 – 1992

PAST 10 YEARS - BEST OF'S

- **Producer/First AD** - Reece "Get Your To-Do Done" - Trout | 2024
Directed by Ryan Blair
- **Producer** - SEEK "It's now what you know – it's who you know" – Qube Productions | 2024
Directed by Chris Benny / Agency Adhesive
Video 1: <https://youtu.be/78dx3nfzZ2A?si=Vch5s3fTvf-FcWBq>
Video 2: <https://youtu.be/4RrS2hwvvel?si=YK78Nxq6zsSXDwiM>
- **Senior Producer** - Flybuys "Get Reward Fit" - Truce Films | 2022
Directed by Jeff Johnson / Agency CHEP
Video: <https://youtu.be/UWJLgwLCy5w?si=ign9KEBsO87bAVqJ>
- **Senior Producer** - Tradies "Sustainability" - Truce Films | 2022
Directed by Nick Clifford / Agency Incubator
- **Senior Producer** - Ryobi "Done & Dusted" - Truce Films | 2022
Directed by Josh Lawson / Agency Fenton Stephens
Video: <https://youtu.be/S840WBsMVtQ?si=Gf4KqIPvGA4wHTAB>
- **Senior Producer** - Head & Shoulders "Free Your Head" - Truce Films | 2022
Directed by Tim Potter / Agency Prodigious Singapore
- **Senior Producer** - Olay "FBI Skin Agent" - Truce Films | 2022
Directed by Jess Lawton / Agency Prodigious Singapore
- **Senior Producer** - Oral B "3D White Lasting Toothpaste" - Truce Films | 2022
Directed by Jeff Johnson / Agency Prodigious Singapore
- **Production Manager** - Nissan "Travel the Whole World of Australia" - TBWA | 2021
Directed by Brian Patto / Produced by Joel Morgan
Video: <https://www.brianpatto.com/#/nissan-navara-pro4x/>
- **Production Manager** - Nissan "Travel the Hard Way" - TBWA | 2020
Directed by Brian Patto / Produced by Joel Morgan
- **Line Producer** - Qantas "Safety Video III" (International) - Positive Ape | 2017
Directed by Josh Whiteman / Produced by Jason Byrne
Video: <https://youtu.be/PCsCYy5qq4w?si=cztQocWa9tQdRrFu>

- **Production Manager** - Qantas Assure - Positive Ape | 2017
Directed by Josh Whiteman / Produced by Jason Byrne
- **Line Producer** - Qantas "Safety Video II" (International) - Positive Ape | 2016
Directed by Josh Whiteman / Produced by Jason Byrne
- **Line Producer** - FUSO "Sumo" (Japan) - Guilty | 2016
TBWA / Directed by Tovo / Produced by Jason Byrne
- **Line Producer** - Qantas "Safety Video I" (Australia wide) - Positive Ape | 2015
Qantas direct / Directed by Josh Whiteman / Produced by Jason Byrne
- **Line Producer**- Bonds "The Boys Phase II"- Guilty | 2015
Clemenger BBDO / Directed by Tony Rogers / Produced by Jason Byrne
- **Line Producer**- Bonds "The Boys Phase I"- Guilty | 2015
Clemenger BBDO Directed by Tony Rogers / Produced by Jason Byrne

SOFTWARE

- Proficient in Word, Excel, Showbiz Budgeting, Airtable, Smartsheet, Miro, Monday, Trello, Resource Guru, Okta, Wrike

REFEREES

- Natalie Taylor – Executive Producer – Poppet – 0413 939 805
- Barney Howells – Creative Director – Hogarth – 0412 439 355