



Hello My Name is

SENIOR PRODUCER

Ciara Hehir

ABOUT ME

A dedicated, innovative and experienced Integrated Producer I am experienced across traditional, digital and technical production processes. A committed creative thinker, my passion is producing projects that are meaningful, intriguing, immersive and memorable.

In every project I am committed to not only the story, my team, client, budget and scope (obviously!) but to also personally be proud of the finished product. From shorts, TVC's, experiences, apps, VR/AR and everything in between, the experience is everything.

With a diverse skill set, I can offer a much wider set of creative abilities & interests outside of Production. Looking for more creative and social impact projects, for charities or NFPs, to use my skillset for good.

Ciara Hehir



MY AGENT

RMK Crew
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WORK EXPERIENCE

- Feb 2023 - Now Senior Creative Producer
Freelance
- 2022- Feb 2023 Senior Producer Content & Experiential
Imagination

Leading large scale technical projects, as project lead and client liaison across multiple projects, including 3D and 2D video content, large scale projection and LED installations (including the Australian Geographic 'Our Country' experience), Large scale events (AWS, Telstra, Westpac), and more. Budgets 20K - 500K+
- 2020- Dec 2021 Senior Producer, Experiential & TVC
VANDAL

Leading projects across various mediums incl Projection mapping (Ford), Placemaking & art installations (World Square), retail QR code game (Stockland) and data visualisation apps (HP), interactive wall installation (Peter Mac foundation). TVC productions, included Producing the BCNA X Berlei 'In support of you' TVC, which filmed across Australia during the Covid pandemic.
- 2018 - 2021 Freelance Producer
Freelance

Across TVC/Digital/ Interactive/experiential incl post production and VFX/GFX pipelines. Companies to date include VANDAL & Currious (below), Hogarth (Integrated Producer), Zspace, Marshlandia, and more
- 2016 - 2018 VR Producer
Start Beyond (Start VR)

VR & 360 projects for clients incl. Woolmark, Pernod Ricard, Westpac, NITV, Telstra, and Australian War Memorial. Working with clients, creative & dev teams to recommend best solutions. Building & tracking budgets & schedules, func specs and wire frames, tech training, testing and on-boarding. Also occasional scriptwriter, production designer/stylist, Director, BTS photographer and more.
- 2015 - 2016 Production Coordinator
Photoplay Films

Coord on 30+ high-end TVC shoots for 5 Producers & 10 Directors. In charge of production logistics - crew & location sourcing, catering, gear, invoices, callsheets, and all pre-production for award winning shoots incl Airbnb, Mitsubishi, Pauls, St George, Blackmores & more.
- 2015 - 2016 Production Coordinator & 2nd/3rd AD
Freelance

On TVC's, corporate shoots, short films. Pre production and script development, logistics, call sheets, on set talent management. Working for Creative Foundry, Photoplay Films, Channel 10, Channel 7 and short films. Also script supervisor on occasion.

MY EDUCATION

- 2014 Bachelor of Communications (Media Studies)
Swinburne University
- 2012 Cert IV Screen & Media
Metro Screen

Also worked in hire & post dept, as a teaching assistant, and on reception until 2014
- 2011 Introduction to Documentary
AFTRS

REFERENCES

Available on request

SKILLS

- Content Production - all formats
- Creative Concept Development
- Experiential/technical
- Client Management & Lead
- Team Leadership
- Budget Management
- Post Production Management
- Writing/Script editing
- Location, Props and Talent scouting
- Set Dressing & Continuity
- Current First Aid Certificate & WWCC

PROJECTS

Experiential

Projection Mapping, Virtual & Event Content

Westpac Looking to the Future Luncheon Event 2023 - Imagination

Role: Senior Content Producer, Creative Director: Simon Connell

Australian Geographic 'Our Country' 360 Cinematic Experience 2022-23 - Imagination

Role: Senior Content Producer/client lead, Creative Director: Richard Swan, TD: Trevor Smith & Rob Lamb

Client: Northern Pictures Director: Karina Holden (Northern Pictures)

<https://ourcountry360.com/>

Doha Port Grand Cruise Terminal - World Cup & 'Qatar Tourism' Installation - Imagination 2022

Passenger terminal projection mapping - permanent projection installation

Role: Senior Content Producer & Project Lead, Creative Director: Simon Connell

Bluescope Colorbond Inaugural 'Compass Virtual Event 2022' - Imagination

Role: Senior Content Producer & Project/client Lead, Creative Director: Simon Connell

<https://colorbond.com/compass>

Detroit Motor Show 2022 - Ford - Imagination

Role: Senior Content Producer & Project/client Lead, Creative Director: Richard Swan

Delivery: LED & projection content for Ford EV stand, 3D & VFX

AWS Global Summit Australia & NZ 2022 - Imagination

Role: Senior Content Producer & Project/client Lead, Creative Director: Simon Connell

<https://www.youtube.com/watch?v=zvifYX7vCyc>

Telstra Vantage 2022 - Imagination

Role: Senior Content Producer, Creative Director: Simon Connell

<https://www.telstra.com.au/business-enterprise/news-research/articles/telstra-vantage-2022>

Visit Britain - Queens Baton Relay Event /Comm Games Launch Sydney 2022

Projection mapping content Production and event BTS

Role: Senior Content Producer, Creative Director: Simon Connell

<https://imagination.com/insights/imagination-brings-sydney-harbour-to-life-with-visit-britain>

Fairfax Good Food Guide Awards 2020 Screen Content - Marshlandia

Role: Producer, Director: Andrew Marsh

ACRAs 2020 Award Screen Content - Fourthwall & Curiiious 2019

Role: Producer, Creative Director/s: Fred Simard & Fabio Nardo

'INFINITI Qs Inspiration' Shanghai Motor Show 2019' Reveal screen content - Curiiious | 2019

Role: Producer, Senior Producer: Lara Allen , Creative Director/s: Fred Simard & Fabio Nardo

'INFINITI QX inspiration' Detroit Motor Show 2019' Reveal screen content - Curiiious | 2019

Role: Producer, Senior Producer: Lara Allen , Creative Director/s: Fred Simard & Fabio Nardo

Various Fairfax Media online & Sydney Morning Herald live stream | 2016

Role: Production Coordinator, Senior Producer: Michelle Cotterill, Director: Andrew Marsh

Art Installations & Placemaking

'Weaving Thru the World' World of Colour World Square - VANDAL | 2021

Role: Producer, Artist: Gabrielle Filtz, Creative Directors: Kurtis Richmond & Richard Swan

Apps & Interactive

HP Digital Wellness app 'REFLECT' 2022 - VANDAL

*Role: Senior Experiential Producer, Creative Director: Richard Swan, Developer: Sarthak Sachdeva
<https://www.hp.com/au-en/campaigns/reflect.html>*

Find! Scan! Win! Stockland - VANDAL | 2021

Role: Experiential Producer, Technical Director/Development: Sarthak Sachdeva

Primal Pictures/Anatomy.tv 'Primal IQ' - Curious | 2020

*Role: Producer, Technical Director/Development: Phil Sullivan, Ari Jacobs
Delivery: 6DoF interactive educational tool for Vive, Rift, Quest*

LINX CCG 'LINX Training IQ' - Curious | 2019

*Role: Producer, Technical Director: Phil Sullivan, Lead Developer: Han Sun
Delivery: 30 x Gear VR via Curious IQ platform - multi user experience*

'Hammondcare IQ - Virtual Tour' - Curious | 2019

*Role: Creative Producer, Lead Developer: Han Sun
Delivery: 20 x Oculus Go via Curious IQ platform - multi user experience*

Australian War Memorial 'Battle of Hamel VR' - by Start VR | 2018

*Role: Writer/Creative Producer, Director: Nick Strine, Artist: Sutu, Lead Developer: Mark Schramm
Delivery: 100 x Oculus Go headsets, synced for multi user interactive 360 theatre experience.*

Australian Wool Innovation 'Woolmark VR' - by Start VR | 2018

*Role: Creative Producer & Client lead, Director: Michael Beets
Delivery: Via Startgate platform to App Store/Google Play/Oculus/& Chinese stores for cardboard, Gear VR, Rift and Go*

Fremantle Australia 'Wentworth VR' - Start VR | 2018

*Role: Post Producer, Senior Producer: Renae Begent, Director: Michael Beets
Delivery: Interactive episodic drama content delivered via Stargate to Oculus store, for cardboard & Gear VR*

Telstra 'Tech Trends' Online 360 content - Start VR | 2018

*Role: Producer/Director DOP: Josef Heks
Delivery: Facebook 360 video*

Sculpture by the Sea VR - Start VR | 2017

*Role/s: Producer & client lead - video content and activation DOP: Josef Heks
Delivery: Facebook 360 videos, Room-scale content to Vive including video & photogrammetry for on-site booth*

Pernod Ricard 'PR Winemakers VR' app & content - Start VR | 2017

*Role: Creative Producer & Client lead, Director: Rick Pearce
Delivery: Via Startgate platform to App Store/Google Play/Oculus stores, for cardboard, Gear VR, and Rift.*

Danone Nutricia 'Aptamil VR' 360° Video - Start VR | 2017

*Role: Shoot Producer (NZ), Senior Producer: James Marshall, Director: Michael Beets
Delivery: 360° content and app for Gear VR and Google cardboard*

NITV Black 360 Sessions 'Change the Date' 360° Music Video - Start VR | 2017

*Role: VR Creative Producer & Tech Direction/Advisor, Director: Ben Smith
Delivery: Facebook & YouTube 360 video*

Deadlock TV (Mini series ABC iView) 360 Stills - Start VR | 2017

Role/s: Creative Producer/Director, DOP: Bryan Coelho

Lifeforce VR Project - Documentary | 2016

Role: Producer & Researcher & Trial Content Curator Director: Martin Taylor

Traditional format

TVC

World Vision Australia Campaign- VANDAL|2023

Role: Producer, Director: Tracey Rowe

1x60sec, 1x 30sec, 2x 15sec TVC

Berlei & BCNA 'In Support of You' Pink Ribbon Campaign- VANDAL|2021

Role: Producer, Director: Tracey Rowe

1x60sec, 4x 15sec TVC

<https://vandal.sydney/portfolio/in-support-of-you/>

Prunelax TVC campaign - VANDAL|2021

Role: Art Dept/Production Support - Location/Props sourcing

<https://vandal.sydney/portfolio/prunelax/>

Enboarder 'First Day' web video - Marshlandia|2020

Role: Producer, Director: Andrew Marsh

Sydney Metro Safety Campaign TVC - Z space|2020

Role: Producer, Director: Darren Ashton

<https://www.youtube.com/watch?v=nttlwdGeffs>

NBC Universal TVC - Wellcom Worldwide & Thinkbone|2016

Role: Production Manager, Director: Andrew Marsh & Darren Ralph

Animal Planet 'Pet Month' TVC - Wellcom Worldwide & Thinkbone| 2016

Role: Production Manager, Director: Andrew Marsh

Blackmores Superfoods TVC - Photoplay Films| 2016

Role: Production Coordinator, Producer: Emma Thompson, Director: Lucinda Schreiber

The Upside 'Be You' web ad - Moth Projects| 2016

Role: Production Manager, Producer/Director: Emma Tomelty

Humane Society International 'Insane Trophy Hunt' web ad - Photoplay Films| 2016

Role: Production Manager, Producer: Bonnie Fay, Director: Armand de Saint-Salvy

Airbnb 'A Different Paris' TVC - Photoplay Films & Sixtoes Singapore| 2016

Role: Production Coordinator, Producer: Emma Thompson, Director/s: Norman Yeend, Scott Otto Anderson

Cadbury Creations 'Hairdresser' - Photoplay Films| 2016

Role: Production Coordinator, Producer: Oliver Lawrence, Director: Scott Otto Anderson

St George Bank 'Thumbs' TVC - Photoplay Films| 2016

Role: Production Coordinator, Producer: Emma Thompson, Director: Scott Otto Anderson

Pauls Dairy 'Twins' TVC - Photoplay Films| 2016

Role: Production Coordinator, Executive Producer: Oliver Lawrence, Director: Scott Otto Anderson

Mitsubishi TVC's (various) - Photoplay Films| 2016

Role: Production Coordinator, Producer: Emma Thompson, Director: Scott Otto Anderson

Virgin Mobile - 'ONE B1G GIG (Reggie Watts)' TVC - Photoplay Films| 2016

Role: Production Coordinator, Producer: Emma Thompson, Director: Scott Otto Anderson

MND Australia 'The Fading Symphony' Online campaign - Photoplay Films| 2016

Role: Production Coordinator, Producer/ Director: Suzanne Kim

Samsung 'The Employee' Online campaign - Photoplay Films| 2016

Role: Production Manager, Producer: Bonnie Fay, Director: Armand de Saint Salvy

Hungry Jacks (Various) TVC Campaign - Photoplay Films| 2016

Role: Production Coordinator, Producer: Emma Thompson, Director/s: Hussein Alicajic & Armand de Saint Salvy

Target Christmas - Jessica Mauboy TVC - Photoplay Films | 2016

Role: Production Coordinator, Producer: Emma Thompson, Director: Scott Otto Anderson

Westfield 'All We Have is Joy' TVC - Photoplay Films | 2016

Role: Production Coordinator, Producer: Emma Thompson, Director: Scott Otto Anderson

Foxtel/Fox Sports Fox Footy 'Get Closer' TVC - Photoplay Films | 2014

Role: 3rd Assistant Director, 1st AD: Dimitri Ellerington, Director: Scott Otto Anderson

Hyundai HMCA 'Lights' TVC Retail Campaign - Photoplay Films | 2013

Role: 2nd Assistant Director, 1st AD: Dimitri Ellerington, Director: Scott Otto Anderson

TV & Multiplatform

'Precinct 13' Episode 2 'Goodbye, Baby Jane's' - Multiplatform TV & online | 2014
Production Manager, Locations & 2nd Assistant Director

Home and Away - Channel 7 | 2014
Role: 3rd Assistant Director

'Precinct 13' Pilot 'The Killing of Gary Kline' - Multiplatform TV & online | 2013
Production Manager, Locations & 2nd Assistant Director

Short Film & Music Video

'Broken Line North' Lexus short film | 2019
Role: Production Manager, Producer: Bethany Bruce, Director: Sunday Emerson Gullifar

Foal - Short Film | 2015
Role: Co-Producer with Lyn Norfor, Director: Vanessa Gazy

Alone - Emerging Filmmakers Fund Short Film | 2015
*Role: Production Manager, Producer: Belinda Mravacic, Director: Erin Good
Executive Producers: Sam Jennings & Kristina Ceyton, Causeway Films.*

Ruby - Short Black Comedy Film | 2014
Role: Line Producer, Producer: Vashti Rosenburg, Director: Dimitri Ellerington

The Drovers Boy - Short Documentary Film | 2014
Role/s: 1st Assistant Director & Coordinator, Producer: Lyn Norfor, Director: Margaret McHugh

Shipwrecked by N.A.T.E - Music Video | 2014
Role/s: Producer, Writer/Director, Art Director DOP: Bryan Coelho

50 Million by No Illuminati - Music Video | 2013
Role: Producer, Director: Tim Wilde

The Gift - Short Film | 2013
Role: 2nd AD, 1st AD: Dimitri Ellerington, Producer: Lyn Norfor, Director: Lucy Gaffy

Dawney Slack - Short Film | 2013
Role: Script Supervisor, Producer: Fran Dobbie, Writer/Director: Elizabeth Goie Wymarra

Inside Out - Short Film | 2013
Role/s: 2nd Assistant Director & Script Supervisor, 1st AD: Dimitri Ellerington, Producer/Director: Kay Pavlou

Kettle - Short Film | 2013
Role: Production Coordinator, Producer: Renae Moore, Director: Maximilian Homaei