

## HELEN MACDOUGALL

### Producer - Creative Problem Solver - Branded Content - Production Manager - Post-production

**Nationality + Passport** British + Australian Citizenship

**Drivers licence** Full Australian NSW

**Working with children check** WWC1879885E

#### About me »

I am an experienced, enthusiastic and conscientious Creative Producer with 20 years experience in both media and agency environments.

I work primarily in branded content to create on-trend and dynamic branded long and short form video (and photography) content. I have worked on a number of campaigns for big brands in food, lifestyle, interiors, travel, fashion, beauty including Coles, Bunnings, Officeworks, Kmart, WeightWatchers, Myer, Westfield, Kitchen Warehouse, Jacobs Creek, Tourism Australia.

My work ethic is all about getting the job done right, and having fun doing it!

#### Key skills »

- **End-to-end project management** I produce and project manage all stages from concept development, pre-production, production, to post-production. I manage all client liaison and feedback management, through to delivery of final assets.
- **Manage the entire creative process** with all creatives (graphic designers, illustrators, animators), account managers and clients.
- **Create client-facing creative treatments** and brief all members of shoot team from stylists to Directors and DPs.
- **Schedule** of key timings and manage this tightly along the project.
- **Budgeting** managing shoot budgets with crew, talent, flights, accommodation and catering.
- **Crew + team management** Crew source and hire, talent/voiceover sourcing and management. Location/studio scouting and booking. Manage all legal releases including the employment of children. Organising catering, call and run sheets.
- **Directing talent and shoot teams** and highly skilled at on-set client liaison.
- **Post-production management** with editor/digital retoucher, sound designer, grading.

#### Different types of content I create »

- **Video/Photo full shoot set-up** - Manage end-to-end shoot production of creative treatment (that I or someone else has created), manage all crew hires of Director, DOP/Photographer, Gaffer, Sound Operator, Stylist, Food Prep, Hair/Makeup artist, Assistants, Editors/Retouchers, Grader, Sound Designer.
- **Content Creators for social videos** - Design a creative concept and treatment and work with a content creator (from my personally sourced list) to create white labelled social content that fits within a brand. I manage the shoot, edit and delivery of the final video. This makes it great to jump on trends and turn around content quickly.
- **On-set social producing** - Create a treatment, shot list, shoot footage myself on my iPhone then edit and deliver.

#### Technical Skills »

Adobe CC (InDesign, Photoshop, Illustrator, Acrobat, Rush, Premiere Pro); Google Drive and Microsoft Word, Outlook, Excel. Wrike Project management, Woodwing, file transfer systems. Highly competent on both PC and MAC platforms.

#### Employment History »

**2017 – 2022 | Medium Rare Content Agency** (2 positions held in this time)

**Video Lead, Senior Creative Content Producer**

##### Responsibilities include

- **Creative Producer Video** All food and lifestyle video content for Coles Supermarket and Bunnings digital channels - platforms include long and short short form content (web, YouTube and social). Content types are campaign-led, supplier-funded and editorial. Helped drive best practice across food video output and drive the evolving strategy of video.
- **End-to-end** Working closely and collaboratively with internal stakeholders overseeing all pre-production, production and post-production across video content projects including Coles, Bunnings, Kmart, Officeworks, Kitchen Warehouse, Jacobs Creek, Australia Post, AMP, AICD, Acuity, The Westpac Group.
- **Responsibilities include** project research, talent sourcing/management, location scouting, coordinating with vendors and suppliers, organising voiceover recordings, Kids Guardian set-up/management, client and internal stakeholder management.

##### Workflow management of the Multimedia team

- **Manage the day-to-day** output requirements of the entire video team. I managed these people directly.

- **Communicate project objectives** and brief all team members involved. This includes (but not limited to): video producers, freelance video editors, sound producers, DOPs, Directors, Producers, assistants.
- **Lead assigned projects to completion** including working with Sound Lead on joint video-podcast projects.
- **Input, implementation and tracking** of all projects into Wrike project management system.
- **Assign and monitor workflow** tasks to ensure all delivery timelines are met. Develop individual project plans and allocate resources.
- **Troubleshoot** any challenges that come up during the project. Host team/internal stakeholder standups for each project.

#### Notable achievements

- Highly organised and a creative problem solver • Understand all elements of video production from development through final edits and strives to improve and drive efficiencies • Foster an environment of ongoing support, open feedback, leadership and encouragement to team of four direct reports • Direction of child and adult talent on shoot

### Commercial & Creative Content Producer, Coles Magazine + Video

#### Responsibilities include

- **Creative Producer Video** As above.
- **Magazine Advertorial** print content for The Coles Magazine. Worked with the Advertising Sales team, Art Departments and Coles suppliers to produce all content.
- **Managing workflow** ideation of recipes, scripts, storyboards, shotlists, presenting ideas to internal stakeholders and client.
- **Working as production manager** on shoot logistics and project management.
- **Producing and directing** the shoots and working with editors on edits in post-production before they go to internal stakeholders and onto the client.

#### Notable achievements

- Establishing workflow systems that resulted in cost savings by reducing recreating content each month • Expanded business revenue by increasing social video content and developed strategies to amplify print content across digital channels • Conceptualised, produced and directed the Coles Little Chef YouTube video series, which led to increased revenue • Creation of Standard Operating Procedure for Employment of Children. I worked with Legal, Workplace H&S, Insurance and Security, as well as the Gov org Kids Guardian

### 2007 – 2017 | Bauer Media/ACP Magazines (3 positions held in this time)

#### Studio Manager - Bauer Works Content Marketing

#### Responsibilities include

- **New Business Project management** I work with the Senior Leadership Team with the design for new business projects, special issues and client presentations to ensure that the pitch comes together on time.
- **Budgetary reporting** making sure that all work is delivered on time, and within the allocated budget.
- **Team management** Interact with production and art/creative directors, ensuring that all work produced is technically correct and give extra training if needed. Manage annual leave of employees and resourced with staff.
- **Strategy** Involved with all future planning or staff members, and longer term strategy of the department's teams.
- **Build good working relationships** Ensure all briefs are dispatched in the studio based on individuals strengths and skills. Liaise and contract the right freelancers, and create a contact list suitable for all business areas.
- **End-to-end production** Produce, Direct, Project Manage a number of WeightWatchers exercise and food video projects.
- **Created a workflow structure** go-to person for the entire creative and subbing studio. Compile and update schedules.

#### Notable achievements

- Meticulous attention to detail, problem-solving and risk aversion skills • Strong leadership and ability to meet deadlines in a stressful environment • Experience managing a number of direct reports and the ability to mentor, train and guide • Building and maintaining positive rapport with clients and team members • Searched for growth opportunities within existing clients and proposed successful strategies • Proven track record across digital and print channels

#### Art Director - WeightWatchers magazine

#### Responsibilities include

- **Art direction and overseeing the designer** Producing all food, fashion, real people features, and cover photo shoots.
- **Designing cover concepts** and layouts for each issue. Employing and managing freelance designers.
- **Briefing** Experienced in organising and briefing photographers and stylists. Working with the client for best results.
- **Client liaison** successful management of both the WeightWatchers and advertorial clients.
- **Magazine production** All areas of print and pre-press. Worked within Woodwing and Image DAM.

#### Notable achievements

- Initial re-launch and re-design for the magazine • Winner of three awards (see over page) at this magazine • Highly skilled in client liaison and good people skills • Able to work quickly, and to tight deadline

#### Art Director - Coles Supermarket and Fernwood Gym magazine. Senior Designer and Print Production - Westfield magazine

#### Responsibilities include

- **Art direction** Complete design direction, cover layouts and print production for Coles and Fernwood magazines. Producing all food, fashion and cover photo shoots. Employing and managing freelance designers.

- **Briefing** Organising and briefing photographers and stylists.
- **Client management** Advertorial design and advertising.
- **Other magazines** Senior designer for Westfield magazine design, advertorial and print production.

#### Notable achievements

- Complete redesign for both Coles and Fernwood • Successful launch to monthly frequency for Coles

## 2006 – 2007 | Nouveau Productions Print and Design studio

### Senior Graphic Designer

#### Responsibilities include

- **Corporate** identity, exhibition design, branding and advertising.
- **Design direction** for monthly real estate magazine. Image retouching and deep etching.
- **Print production** For digital, offset and large format printers.

#### Notable achievements

- Helping to expand the portfolio of Nouveau Productions • Re-branding of Healthscope Group Hospital's logos and patient-corporate literature

## 2006 | ACP Magazines, Pacific Magazines, MAC People Recruitment Agency (while travelling)

### Freelance Senior Graphic Designer

Magazines: Take 5, NW, Cosmopolitan Hair & Beauty, TV Week, That's Life, Marie Claire and Home Beautiful. MLC Bank.

#### Responsibilities include

- **Designing** page layouts. Working closely with the Art Director.
- **Special projects** Chosen to create the new design format for special one-shot projects including the TV Week 2007 Diary and Take 5 cookbook.

#### Notable achievements

- Creating the design style for one-shot magazines • Created a new design format for a new line of super brochures while operating within stringent corporate guidelines

## 2002 – 2006 | Essential Publishing (UK), now called Hubert Burda Media UK

### Art Director - Real, Your Home, Rooms & Living magazine

#### Responsibilities include

- **Design direction and collaboration** Working alongside the Creative Director.
- **Art direction** of all interior and cover photo shoots. Organising and briefing photographers and stylists.
- **Presentation** of design ideas to clients.

#### Notable achievements

- Promotion to Art Director within two years of starting, straight from University • Encouraged to work alongside clients and explaining how best to advertise, and design various ideas to solve needs • Successful rebranding of an estate agent's corporate logo and literature, that is still in place today!

## Education >>

- 1999 – 2002 Anglia Polytechnic University, England, UK. Including: 2001 Kutztown University Pennsylvania, USA. Foreign Exchange program.

### Qualification 1st class BA Honours Art and Design Multimedia: Graphic Design

- 1998 – 1999 Colchester Institute College of Art & Design.

### Qualification BTEC Diploma Foundation studies in Art & Design

## Awards + Training >>

- Managing People and Teams, Hogan profiling, run by Catalyst
- Bootcamp: Project Management, General Assembly
- Yellow belt: Lean Six Sigma (Lean Thinking), AGSM @ UNSW Business School
- Front End Web Development, 10-week part time course, General Assembly
- 2014 Designer of the Year, Bauer Media Australia Awards
- 2013 Winner Custom Magazine of the Year, (WeightWatchers Magazine) Publishers Australia
- 2013 Pearl NYC Awards Strategy: Best New Launch or Relaunch, WeightWatchers Magazine
- 2002 Student of the Year, UK
- 2002 High pass for project International Society of Typographical Designers (ISTD), UK

## Referees >>

- Available on request