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## SELINA KAYMAN JOSEPH

*“An award-winning specialist lifestyle content producer with experience across all television and written formats, having worked in Australia and the USA, with a focus on food.”*

### Professional Experience:

#### **Producer/Senior Producer, GOOD MORNING AUSTRALIA, Network Ten February 1995 – May 2000**

- ◆ Worked as the team leader and trained new members of the team.
- ◆ Booked, researched, scripted and produced live interviews and demo segments, with a focus on the areas of entertainment, fashion, food, fitness, publishing, memorabilia and medical issues.
- ◆ Planned and produced live crosses and field produced taped stories.
- ◆ Sourced overlay vision, graphics and oversaw editing for each segment.

#### **Producer, MARTHA STEWART LIVING, MSLO, New York May 2000 – July 2000**

- ◆ Produced taped segments and sourced guests for syndicated cooking and lifestyle show.
- ◆ Fully scripted each segment, including planning cooking sequences and tailoring recipes.
- ◆ Wrote and maintained engaging content for the Martha Stewart Living website pertinent to on-air content, including articles and recipes as required.
- ◆ Liaised with the show's kitchen staff and design team in preparation for each segment.
- ◆ Field and post-produced taped stories.

#### **Producer, TODAY SHOW, NBC News, New York July 2000 – August 2003**

- ◆ Produced the #1 watched food segment in the USA! Building from a small base I introduced international chefs to the format and established food and cooking as a ratings driver for the Today Show.
- ◆ Also produced over one thousand segments for live, number-one rated network television program, with focus on health, technology, entertainment, fashion, food, parenting, finance, consumer issues, and pets / animals.
- ◆ Wrote and maintained engaging content for the Today website pertinent to on-air content, including coordination of cross-promotional materials as appropriate. Relevant work has included: Informational articles, contest promotions and postings, live web chats, email submissions for air, and specialized content as required.
- ◆ Screened candidates for on-air appearances, including regular background research, resume / CV screening, and credential background checks.
- ◆ Field and on-location produced special events, including NBC News' coverage of the **2000 Summer Olympics in Sydney** and **2002 Winter Olympics in Salt Lake City**.
- ◆ Produced major news events including the **9/11 attacks on the World Trade Centre**, **Space Shuttle Columbia explosion** and **Anthrax outbreaks**.

#### **Producer, WINE ME DINE ME – Nine Network Australia January 2006 – May 2007**

- ◆ Researched, scripted and field produced stories for this 10-episode, prime-time series, with a focus on food, wine and travel.

#### **Producer, POSTCARDS/VICTORIA'S 101 MUST DOs – Nine Network Australia June 2008 – September 2008**

Researched, scripted and field and post produced stories with a focus on food, wine and travel.

**Producer, POSTCARDS – Nine Network Australia  
January 2009 – November 2018**

- ◆ Researched, scheduled, scripted, field and post produced four to five-minute stories with a focus on food, wine and travel for this weekly, half-hour, ratings-winning television program.

**Executive Producer, THE STYLE SCHOOL (Season 2 & 3) – Rebecca Judd Loves  
August to October 2015 and 2016 (in addition to my work on POSTCARDS)**

- ◆ Researched, scripted, scheduled, field and post produced brand-funded online content for this website with a focus on interior design, documenting the progress and revealing the outcomes of dramatic renovations.

**Agency Producer, Stratosphere Advertising/Integration Producer, HOUSE OF WELLNESS –  
Seven Network**

**November 2018 – October 2019**

- ◆ Researched, scripted, scheduled and field and post produced health and wellness TV segments
- ◆ Liaised with Chemist Warehouse and its suppliers to integrate branded content into TV segments
- ◆ Produced and directed ads and advertorials for Chemist Warehouse including “What’s On In The Warehouse”, “Beauty Break” and “Healthy Break”
- ◆ Researched, scripted, scheduled and field produced online / digital content for various agency clients

**Freelance Copy Editor/Project Manager – Mind, Film & Publishing  
October 2019 – February 2020**

- ◆ Edited and project managed bespoke biographies and testimonial books for this boutique publisher

**Series Producer/Director, EVERYDAY GOURMET WITH JUSTINE SCHOFIELD, Hsqared for  
Network Ten**

**February 2020 – July 2020**

- ◆ Produced and directed almost 300 recipes for 90 episodes of this daily cooking show
- ◆ Liaised with sponsors/clients to integrate branded content into recipes
- ◆ Scripted, scheduled, produced and directed series of playoffs for sponsored integration into the show
- ◆ Managed client approvals processes for integrated content

**Awards:**

- ◆ 1997 World Food Media Award
- ◆ 1999 World Food Media Award

**Juror:**

- ◆ 2001 World Food Media Awards

**Writing Credits:**

- ◆ The Age – Epicure/Good Food, Cheap Eats
- ◆ Herald Sun – Real Estate (including a regular column), Entertainment
- ◆ Ghost writer for celebrity blogs

**Education:**

- ◆ Monash University – BA
- ◆ RMIT – Digital Marketing Strategy – December 2019

**Referees:**

Referees contact details available on request