

TRACEY-LEE PERMALL

PRODUCER | LINE PRODUCER | PRODUCTION MANAGER

Please find a selection of various TVC's.

CAREER SUMMARY

2005 - Current Freelance Producer | Line Producer | Production Manager

I am responsible for the project lifecycle: liaising across the departments and all supplier groups (advertisers, the creative departments and production, music and post houses) to oversee the creative brief from concept to screen and my role as Producer is to be across all touch points. With these years of experience, I have developed a great understanding of the deliveries to client and agency on various projects, on time and on budget.

I manage projects for scheduled completion, for cost, for coordination of multiple supplier/vendor involvements, and for essential administrative control. I also liaise with other departments and outside vendors as needed, actioning tasks, and to help ensure the efficient/timely/cost-effective production of TVC's.

With a strong interest and passion for this craft, I find my natural strengths are communication with a strong attention to detail and multi-tasking, which this role demands. I am diplomatic, extremely organised and personable, hard working and quick to learn. I always remain cool under pressure.

Working both with production companies and agencies alike; More recently, I have been working at Filmgraphics Entertainment. I have also spent time at Finch Company producing and production managing various TVC's and music videos, as well as producing jobs at Revolver and Will O'Rourke. I have also worked on a few in-house TVC's at Clemenger BBDO Sydney as both Producer and line producer.

During the past couple of years, I have worked on long-term productions for Cook Islands and Virgin Airlines. My last campaign for Amnesty International for the 2016 Syrian Refugee campaign was a massive success and had 1.5 million hits overnight with over 20 million shares since it launched on their facebook & youtube pages. It was a great success with donations to the cause.

I have previously also represented Massive Music in Australia / New Zealand. Massive Music is a music agency based in Amsterdam, New York, LA, London and Shanghai.

2001 – 2005 In-House Production Manager / Producers Assistant

Silverscreen Productions were a high-end commercial production house based in Sydney, Wellington and Auckland facilitating local and international TVC productions and later, feature films.

I managed and provided production support for hi end TVC's. Managing suppliers, vendors and equipment from pre production through to shooting stage.

With five directors in the Sydney office, at times pitching on various jobs, I learnt to manage my time well and be flexible and open to new ideas and ways of working.

Towards the end of my time at Silverscreen Productions, I worked as Producers Assistant on *Peaches* feature film that was shot in South Australia. This involved coordination of Producers travel, coordinating cast for their publicity shoots through to administration (coordinating legalities eg Deed of titles etc).

1999 – 2001 Production & Marketing Assistant

Garner McLennan Design was an established and successful post-production facility based in Sydney across varied mediums including feature films, TVC, drama, music videos, animation and web design.

Supporting the Producers, my time spent at GMD I assisted the marketing department (coordinating the PR in various industry magazines) and primarily looking after our clients in the various suites.

1997 – 1999 Account Coordinator

Marketing Drive was a below the line agency working closely with United Distillers & Vintners (now Diageo) for various print and POS promotions. This role included looking after the Smirnoff & Bundy accounts under the supervision of my account Director. Briefing the creative and actioning tasks to assist with client presentations.



Please see below the list of commercials / Feature Films / Short Films / Music Videos and Promotional Videos:

FEATURES & SHORT FILMS

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|---|---|-------------|
| MR PERFECT Dir: Kondapalli Dasaradh Kumar | Tollywood Feature Production Manager Producer: Velamakucha Anantha Venkata Narsimha Reddy | 2010 |
| LIEBERMANS IN THE SKY (AFI Nominated) Dir: Richard Vilensky | AFTRS Short film Production Manager Producer: Jessica Redenbach | 2008 |
| NETHERLAND DWARF (2007) Dir: David Michod | Aquarius Films Production Manager Producers: Polly Staniford & Angie Fielder | 2007 |
| I LOVE SARAH-JANE (2007) Dir: Spencer Susser | Short film Production Manager Producer: Angie Fielder | 2007 |
| PROJECT GREENLIGHT Dir: Kenn & Simon MaCrae | Short film Production Coordinator Producer: Alex Mooney Production Manager: Lib Kelly | 2006 |
| PEACHES feature film (2003) Dir: Craig Monahan | Silverscreen Films Producers' Assistant Producer: Don Reynolds Prod. Manager: Margot Mcdonald | 2003 |

MUSIC VIDEOS

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|--|---|-------------|
| BEYONCE MUSIC VID "Rocket" Dir: Ed Burke & Bill Kerstein | Finch/Parkwood Ent Producer Tracey-Lee Permall | 2013 |
| BRIAN MCFADDEN " Chemical Rush" Dir: Dan Reisinger | Straighty180 Producer, Tracey-Lee Permall | 2010 |
| WOLFMOTHER "Joker and the Thief" Dir: The Malloys | Shalala Productions Pty Ltd / MTV Producer: Rene Shalala / Prod. Manager: Lib Kelly | 2006 |

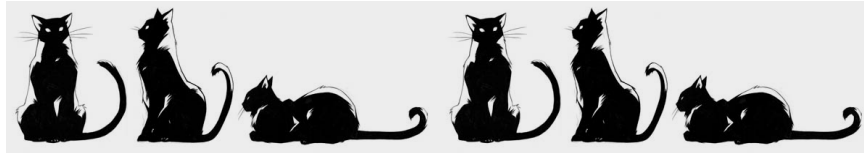
TELEVISION

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|---|---|-------------|
| CHANNEL NINE Dir: Various Directors | Producer Various Promos | 2012 |
| Z SPACE Dir: Various Directors | Production Manager Various Promos | 2008 |
| MTV NETWORKS AUSTRALIA Dir: Various Directors | Producer, Creative Department Various Promo's | 2007 |

REFERENCES UPON REQUEST

LINKS TO SELECTED PROJECTS:

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| Amnesty International, | https://www.youtube.com/watch?v=06QBxYxQi7k#action=share |
| Trafalgar – Provence TVC | http://www.youtube.com/watch?v=-ObXTnne6oQ |
| Visa – TVC | http://www.youtube.com/watch?v=YahBrC_p7k0 |
| Chemical Rush – Music Video | http://www.youtube.com/watch?v=PnrSosAHlrY |
| Energy Australia – TVC | https://www.youtube.com/watch?v=M8NmUO0OeI0 |
| Woodside – TVC | https://www.youtube.com/watch?v=IMO_vCzuiSY |
| Mr Perfect – Feature Film Trailer | http://www.youtube.com/watch?v=Xd12OYxQMYM |
| Beyonce – Rocket Music Video | https://www.youtube.com/watch?v=sAz2bRy8-L8 |



SELECTED COMMERCIALS – 2006 – 2017

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|--------------------------|-----------------|-------------------------------|---------------|--------------------|------|
| UON | Will O'Rourke | Dir: Glue Society | Producer | Phoebe Marks | 2017 |
| MLC | Revolver | Dir: Justin Kurzell | Producer | Serena Paull | 2017 |
| AIRBNB Marriage Equality | Will O'Rourke | Dir: Glue Society | Producer | Jasmin Helliard | 2017 |
| IBM | Boomerang | The Mill NYC | Line Producer | Tracey-Lee Permall | 2017 |
| HCF | Will O'Rourke | Dir: Glue Society | Producer | Tracey-Lee Permall | 2017 |
| YOU! | YOU! | Dir: Nick Robertson | Producer | Clare Shervington | 2017 |
| ANZ 'Mardi Gras' | Will O'Rourke | Dir: Glue Society | Producer | Jasmin Helliard | 2017 |
| KIA Christmas Campaign | Filmgraphics | Dir: David Denneen | Producer | Tracey-Lee Permall | 2016 |
| ARNOTTS | Clemenger | Dir: Robin Sung | Producer | Tracey-Lee Permall | 2016 |
| HUNGRY JACKS | Clemenger | Dir: Robin Sung | Producer | Tracey-Lee Permall | 2016 |
| PEPSI | Clemenger | Dir: Robin Sung | Producer | Tracey-Lee Permall | 2016 |
| COCHLEAR | Will O'Rourke | Dir: Glue Society | Producer | Jasmin Helliard | 2016 |
| AMNESTY INTERNATIONAL | Direct | Dir: Andrew Short | Producer | Tracey-Lee Permall | 2016 |
| ALDI | Will O'Rourke | Dir: Glue Society | Producer | Serena Paull | 2016 |
| HEADSPACE | Will O'Rourke | Dir: Glue Society | Producer | Jasmin Helliard | 2016 |
| MLC | Revolver | Dir: Steve Rogers | EP: | Pip Smart | 2016 |
| COMEDY FESTIVAL | Revolver | Dir: Steve Rogers | EP: | Pip Smart | 2016 |
| SALESFORCE (USA) | Finch | Prod. Criminal | Line Producer | Tracey-Lee Permall | 2016 |
| HESTA INSURANCE | Ralf Films | Dir: Gracie Otto | Producer | Tracey-Lee Permall | 2015 |
| AUSTRALIAN NAVY | Filmgraphics | Dir: Andrew Short | Producer | Tracey-Lee Permall | 2015 |
| AMNESTY INTERNATIONAL | Filmgraphics | Dir: Kevin Lim | Producer | Tracey-Lee Permall | 2015 |
| VIRGIN AIRLINES | Filmgraphics | Dir: Gracie Otto | Producer | Tracey-Lee Permall | 2015 |
| COOK ISLANDS TOURISM | Filmgraphics | Dir: Dylan Harrison | Producer | Tracey-Lee Permall | 2015 |
| DEPT OF TREASURY | Filmgraphics | Dir: Adam Blaiklock | Line-Producer | Tracey-Lee Permall | 2015 |
| AACTA AWARDS OPENER | Filmgraphics | Dir: Adam Blaiklock | Producer | Tracey-Lee Permall | 2015 |
| IGA | Filmgraphics | Dir: Adam Blaiklock | Producer | Tracey-Lee Permall | 2015 |
| HUGGIES | Filmgraphics | Dir: Adam Blaiklock | Producer | Tracey-Lee Permall | 2014 |
| BIG W | Filmgraphics | Dir: Adam Blaiklock | Producer | Tracey-Lee Permall | 2014 |
| SOUTH CAPE CHEESE | Filmgraphics | Dir: Gracie Otto | Producer | Tracey-Lee Permall | 2014 |
| NUROFEN | Filmgraphics | Dir: Adam Blaiklock | Producer | Tracey-Lee Permall | 2014 |
| BAYER | Filmgraphics | Dir: Adam Blaiklock | Producer | Tracey-Lee Permall | 2014 |
| BENEFIBER | Filmgraphics | Dir: The Real McCoys | Producer | Tracey-Lee Permall | 2014 |
| FOXTEL | Filmgraphics | Dir: The Real McCoys | Producer | Tracey-Lee Permall | 2014 |
| SAMSUNG | Filmgraphics | Dir: Adam Blaiklock | Line-Producer | Tracey-Lee Permall | 2014 |
| BENDIGO BANK | Filmgraphics | Dir: Gracie Otto | Producer | Tracey-Lee Permall | 2014 |
| BEYONCE CONCERT DVD | Finch/Parkwood | Dir: Ed Burke & Bill Kerstein | | Michael Hilliard | 2013 |
| BEYONCE 'Rocket' | Parkwood | Dir: Ed Burke & Bill Kerstein | Producer | Tracey-Lee Permall | 2013 |
| TRAFALGAR | Will O'Rourke | Dir: Glue Society | Producer | Tracey-Lee Permall | 2013 |
| VISA | BBDO, Singapore | | Agency Prod. | Tracey-Lee Permall | 2013 |
| LG "UHD & OLED" | Filmgraphics | Dir: Adam Blaiklock | Producer | Tracey-Lee Permall | 2013 |
| ANZ | Filmgraphics | Dir: David Denneen | Line-Producer | Tracey-Lee Permall | 2013 |
| LG | Filmgraphics | Dir: Phil Meatchem | Producer | Tracey-Lee Permall | 2013 |
| ENERGY AUSTRALIA | Revolver | Dir: Glue Society | Producer: | Alex Kember | 2013 |
| TOM WATERHOUSE | Filmgraphics | Dir: David Denneen | Line-Producer | Tracey-Lee Permall | 2013 |
| CAMPBELLS | Filmgraphics | Dir: David Denneen | Line-Producer | Tracey-Lee Permall | 2013 |
| DOMAIN | Filmgraphics | Dir: Ariel Martin | Line-Producer | Tracey-Lee Permall | 2013 |
| TELSTRA | Filmgraphics | Dir: Marc Furnie | Line-Producer | Tracey-Lee Permall | 2012 |
| WOODSIDE | Filmgraphics | Dir: David Denneen | Line-Producer | Tracey-Lee Permall | 2012 |
| CLOUD 9 | Will O'Rourke | Client Direct | Line-Producer | Tracey-Lee Permall | 2012 |
| NESCAFE | Filmgraphics | Dir: David Denneen | Line-Producer | Tracey-Lee Permall | 2012 |
| CENTRUM | Filmgraphics | Dir: Ariel Martin | Line-Producer | Tracey-Lee Permall | 2012 |



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|----------------------------|----------------|--|---------------|---------------------|------|
| CLUBS NSW | Doll Coll | Dir: Alex Smith | Line-Producer | Tracey-Lee Permall | 2012 |
| OPTUS | Goodoil | Dir: Michael Wong | Producer: | Juliet Bishop | 2012 |
| CAMPBELLS | Filmgraphics | Dir: David Denneen | EP: | Anna Fawcett | 2012 |
| TWININGS | Filmgraphics | Dir: David Denneen | EP: | Anna Fawcett | 2012 |
| VOLKSWAGON | Revolver | Dir: Justin Kurzel | EP: | Pip Smart | 2012 |
| JEEP | Filmgraphics | Dir: David Denneen | EP: | Anna Fawcett | 2011 |
| LG | Filmgraphics | Dir: Fabio Nardo | Producer | Tracey-Lee Permall | 2011 |
| LIFELOCK | Goodoil | Dir: Michael Spiccia | Producer: | Juliet Bishop | 2011 |
| McDONALDS | Plaza | Dir: Dave Klaiber | Producer: | Susannah DiLallo | 2011 |
| PURINA ONE | Filmgraphics | Dir: Phil Meatchem | Producer | Tracey-Lee Permall | 2011 |
| NRMA | Prodigy | Dir: Michael Duignan | Producer: | Serena Paull | 2011 |
| NAB | Revolver | Dir: Glue Society | Producer: | Ian Iveson | 2011 |
| MILO | Film Con. | Dir: Justin McMillan | Producer: | Alex Tizzard | 2010 |
| TELSTRA | Film Con. | Dir: Justin McMillan | Producer: | Alex Tizzard | 2010 |
| PANADOL(US Facilitation) | Darling Blair | Dir: Jeff Darling | Prod Mgr: | Mark Riso-Gill | 2010 |
| AMAYSIM | 8COM | Dir: Nick Reynolds | Producer: | Helen Hendry | 2010 |
| TOYOTA | Filmgraphics | Dir: Fabio Nardo | Producer: | Rona Lewis | 2010 |
| NSW AMBULANCE | Clemenger BBDO | Dir: Tony Sherwood | Producer: | Rona Lewis | 2010 |
| SHARPIE (US Facilitation) | Darling Blair | Dir: Jeff Darling | Prod Mgr: | Mark Riso-Gill | 2010 |
| HYUNDAI | Filmgraphics | Dir: Fabio Nardo | Producer: | Rona Lewis | 2010 |
| HYUNDAI | Film Con. | Dir: Jon Nyquist | Prod Mgr: | Alex Tizzard | 2009 |
| CLUBS NSW | Curious | Dir: Darryl Ward | Prod Mgr: | Peter Holani | 2009 |
| CANON EOS CAMERA | Curious | Dir: Darryl Ward | Prod Mgr: | Peter Holani | 2009 |
| RIVA COFFEE "Stake Out" | Curious | Dir: Nick Reynolds | Prod Mgr: | Peter Holani | 2009 |
| MAYBELLINE US Facilitation | Blonde Prod | Dir: Jeff Darling | Prod Mgr: | Alex Tizzard | 2009 |
| KELLOGGS All Bran | Curious | Dir: Robin Walters | Prod Mgr: | Peter Holani | 2009 |
| VISA "GO" USA Facilitation | Agenda Films | Dir: Iain Mackenzie | Prod Mgr: | Camille O'Dea | 2008 |
| NISSAN "CUBE" (Japanese) | Curious Film | Dir: Takeshi Nakamura | Prod Mgr: | Suzie Coggins | 2008 |
| NSW LOTTERY "Fishing" | Plush | Dir: Peter Maguire | Prod Mgr: | Wendy Lengel | 2008 |
| COLES "Campaign" | 8 Commercials | Dir: Paul Goldman | Prod Mgr: | Rachael Dore | 2008 |
| WOOLWORTHS "Various" | Window Prod. | Dir: Rey Carlson | Prod Mgr: | Belinda Mravicic | 2008 |
| MITSUBISHI | Plaza Films | Dir: Paul Middleditch | Prod Mgr: | Paul Ranford | 2008 |
| MASTERCARD "Motion" | Radical Media | Dir: Derin Seale | Prod Mgr: | Clare Shervington | 2008 |
| SBS Promo | Curious Film | Dir: Derek Henderson | Prod Mgr: | Peter Holani | 2008 |
| QANTAS | 8 Commercials | Dir: Paul Goldman | Prod Mgr: | Camille O'Dea | 2008 |
| TELSTRA BIGPOND | 8 Commercials | Dir: Lance Kelleher | Prod Mgr: | Ben Scandrett-Smith | 2008 |
| NAB "Retail & Launch" | Curious | Dir: Justin Reardon | Prod Mgr: | Suzie Coggins | 2007 |
| NIKE "The Next Ronaldo" | Traktor (USA) | Dir: Patrik Von Krusenstjerna & Pontus Lowenhiem | | | 2007 |
| HOTELS.COM | BOB Industries | Dir: Alan White | Prod Mgr: | Natalie Mcnamara | 2007 |
| McDONALD'S | Curious | Dir: Spencer Susser | Prod Mgr: | Suzie Coggins | 2007 |
| MITSUBISHI PAJERO | Curious | Dir: Hubert Davis | Prod Mgr: | Suzie Coggins | 2007 |
| JOHNNIE WALKER | Curious | Dir: Spencer Susser | Prod Mgr: | Suzie Coggins | 2006 |