



TRACEY LEE PERMALL

FREELANCE INTEGRATED PRODUCER | LINE PRODUCER | PRODUCTION MANAGER

CAREER SUMMARY 2005 - Current

I am responsible for the project lifecycle: liaising across the departments and all supplier groups; Advertisers, creative departments and production, music and post houses, to oversee the creative brief from concept to screen

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.

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 various WPP agencies with time spent at JWT Productions, Hogarth and WhiteGREY.

I have also spent time at Goodoil Films production managing various TVC's, as well as production managing / producing jobs at Will O'Rourke / Revolver. 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 Optus for Emotive and the I Touch Myself Project with JWT Productions.

My recent campaign for the "I Touch Myself Project" in 2018 featuring Serena Williams reached over 1 billion people worldwide and have been nominated for a few awards.

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.



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2005 – Current – Freelance Producer / Production Manager

I have worked with various companies such as BBDO Singapore, Revolver, Will O'Rourke, Goodoil Films, Finch Company, Darling Blair, Eight, Plaza, Curious Film, FilmGraphics Entertainment, Exit Films & The Mill (USA) on various TVC's over the years. I have also worked with Parkwood Entertainment on the Mrs Carter Tour DVD and music video. Full credit list can be provided on request.

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.



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FEATURES & SHORT FILMS

MR PERFECT

Dir: Kondapalli Dasaradh Kumar

Tollywood Feature

Producer: Velamakucha Anantha Venkata Narsimha Reddy

Production Manager 2010

LIEBERMANS IN THE SKY

Dir: Richard Vilensky

AFTRS Short film

Producer: Jessica Redenbach

Production Manager 2008

(AFI Nominated)

NETHERLAND DWARF

Dir: David Michod

Aquarius Films

Producers: Polly Staniford & Angie Fielder

Production Manager 2007

I LOVE SARAH-JANE (2007)

Dir: Spencer Susser

Short film

Producer: Angie Fielder

Production Manager 2007

PROJECT GREENLIGHT

Dir: Kenn & Simon MaCrae

Short film

Producer: Alex Mooney | Production Manager: Lib Kelly

Production Coordinator 2006

PEACHES

Dir: Craig Monahan

Feature film (2003) Silverscreen

Producer: Don Reynolds | Prod. Manager: Margot McDonald

Producers' Assistant 2003

MUSIC VIDEOS

BEYONCE MUSIC VID

Dir: Ed Burke & Bill Kerstein

"Rocket" Finch/Parkwood Ent

Producer (Sydney) 2013

BRIAN MCFADDEN

Dir: Dan Reisinger

"Chemical Rush" Straighty180

Producer (Sydney) 2010

WOLFMOTHER

Dir: The Malloys Producer:

"Joker and the Thief"

Rene Shalala / Prod. Manager: Lib Kelly

Shalala Productions MTV 2006

TELEVISION / PROMOS

CHANNEL NINE // Z-SPACE // MTV

SELECTION OF VIDEOS

I TOUCH MYSELF PROJECT:
AMNESTY INTERNATIONAL:
BEYONCE "ROCKET":
OPTUS

<https://vimeo.com/manage/295291526/general>
<https://vimeo.com/manage/295470828/general>
<https://vimeo.com/manage/295295833/general>
<https://vimeo.com/manage/298105180/general>