

SERENA RETTENMAIER

PRODUCER/LINE-PRODUCER/PRODUCTION MANAGER

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>> *Television Commercials* >> *Feature Films* >> *VFX & Post Production*
>> *Casting* >> *Documentaries & Distribution* >> *DVD Production*
>> *Event Management*

TELEVISION COMMERCIALS

2015

	Production Company/Producer	Role
McDonalds 5 x 15 sec TVCs	//13&CO (Pete Moore) Prod: Charity Downing	Production Manager
TAB Phase 1 and 2 4 x 30 sec TVCs	Jungleboys (Scott Pickett) Prod: Sarah Nichols	Production Manager
ANZ Home Loans 2 x 15 sec TVCS	Goodoil Films (Fiona McGee) Prod: Claire Richards	Production Manager
Toyota RTOA Online 6 x content pieces	Rotor Studios (Simon Frost) Prod: Richard Halsted	Production Manager
Masters 'Kitchen' & 'Bathroom' 2 x 30 sec	Heckler (Rocky Morton) Prod: Will Alexander	Line Producer
Lights, Camera, Actor Pilot for Reality Based Program	Resolution Design (Tim Dyroff) EP: Kent Boswell	Producer
Southern Comfort Whatevers Comfortable 1 x 90 sec	Rabbit (Jesse James McElroy) Prod: Greg Fyson	Production Manager
William Hill NRL & State of Origin 2 x 30 sec	Cadence (Justin McMillan) Prod: Johnny Grealley	Production Manager
RDIO 'Yoga', 'Getting Ready', 'Training' & 'Road Trip' - 4 x 30 sec TVCs	Chimney (Justin McMillan) Prod: Johnny Grealley	Production Manager
Shell 'Rimula Hard Working' 1 x 60, 1 x 15 sec & 2 x 3 min content	Collider Films (Patrick Fileti) Prod: Hamish Roxburgh	Production Manager Worldwide shoot
Coca Cola Life	One20 (Peter Bloomfield) Prod: Leilani Tomaszewski	Production Manager
Huggies Dances with Mouses 1 x 30, 1 x 15 sec	One20 (Nick Robertson) Prod: Leilani Tomaszewski	Production Manager

Qantas 2 x 30 sec	Droga5 (Dir: Justin McMillan) Prod: Helen Morahan	Production Manager
Sprite 'Sprite Saver' 3 x 30, 3 x 15 sec	Blaize Films (Dir US: John O'Hagan) Prod: Blaize Saunders	Production Manager
2014	Production Company/Producer	Role
Sinker 1 x 30 & 1x 60 sec PSA	The Feds (Dir:Josh Logue) EP: Michael Cook	Producer
Radiation Oncology 1 x 30 sec	The Feds (Dir: Henry Zalapa) EP: Michael Cook	Producer
Foxtel 'Chris Hemsworth' 3 x 30 sec TVCs	Sheepish Lion (Dir: Ken Lambert) Prod: James Schulz	Production Manager
Traveller.com 1 x 30 & 1x 60 sec	The Feds (Dir: Kacie Anning) EP: Michael Cook	Producer
Lexus Successful bid	The Feds (Dir: Graeme Burfoot) EP: Michael Cook	Line Producer (Pitch)
Pretty Shady 1 x 30 & 1x 60 sec	The Feds (Dir: Josh Logue) Prod (US): Yvonne Ortiz	Production Manager
Hungry Jacks 1 x 15 sec TVC	The Feds (Dir: Josh Logue) Prod (US): Yvonne Ortiz	Production Manager
Hungry Jacks 1 x 15 sec TVC	The Feds (Dir: Josh Logue) Prod (US): Yvonne Ortiz	Production Manager
Hungry Jacks 5 x Online Pieces	The Feds (Dir: Josh Logue) Prod (US): Yvonne Ortiz	Production Manager
Nando's 2 x 30 sec TVC	The Feds (Dir: Josh Logue) Prod (US): Yvonne Ortiz	Production Manager
NRMA 2 x 30 sec TVC	Playbig (Dir: Rey Carlson) Prod: Caroline David	Production & Location Manager
Telstra 2 x 30 sec TVC	Film Graphics (Dir: David Denneen) Prod: Anna Fawcett	Production Manager
SK-II Festive 14 Various	Heckler (Dir: Toby Pike) Prod: Johnny Grealley	Production Manager
Lend Lease Barangaroo 1 x 60 sec TVC	Resolution Design (Dir: Tim Dyroff) Prod: Johnny Grealley	Production Manager
CBA 'The Wallet' 1 x 30 sec TVC	Playbig Films (Dir: Rey Carlson) Prod: Caroline David	Production Manager
Gatorade 'Fuelling the Future' 1 x 30 sec TVC	Heckler (Dir: Justine McMillan) Prod: Johnny Grealley	Production Manager / Gold Coast
Gaviscon 'Dual Action' 2 x 30 sec and 1 x 15 sec TVC	UFO (Dir: Diana Leach) Prod: Les Luxford	Production Manager

Foxtel 'Disney Promo' 1 x 60 sec TVC	Sheepish Lion (Dir: Ken Lambert) Prod: James Schulz	Production Manager / Syd and Melb
Fox Sports Promo Shirvo Super Saturday	Fox Sports (Dir: Sergio Papa) Prod: Hamish Roxborough	Production Manager
2013	Production Company/Producer	Role
Toyota Corolla Various - 6 day shoot	Heckler (Dir: Justin McMillan) Prod: Johnny Greally	Production Manager
Big W 'Back to School' 1 x 30 sec TVC	Resolution Design (Dir: Tim Dyroff) Prod: Johnny Greally	Producer
CBA (Adelaide)	George Patterson Y&R / Studio 35 Prod: Elisa Maine	Agency Production Manager
Transport of NSW That's Not On' with Shane	George Patterson Y&R (Dir: Clayton Jacobson) Prod: Kilou Picard	Agency Production Manager
Once Upon A Time in Punchbowl Doco Promo	Resolution Design (Dir: Tim Dyroff) Prod: Johnny Greally	Producer <i>Pitching</i>
My Plates - Various TVCs 4 x 30' TVC's	Jungle Boys (Dir: Alethea Jones) Prod: Marge McInnes	Production Manager
Kinder Surprise 'Give Back' and 'Play' 1x60' & 2x 30' & 1x15' TVC	AMVI (Dir: Arni Thor-Jonsson/LA) Prod: Annie Kinnane	Production Manager
Various TVCs Quoting and pitching	FSM (Dir: Phil Meatchem & Andreas Wanda) EP: Dave Kelly	Producer
Tourism Australia 3 x 15' TVCs	FSM (Dir: Phil Meatchem) EP: Dave Kelly	Producer <i>Started but postponed mid production</i>
Kmart II 'Bom Bom' 1 x 45', 3 x 30' TVCs & 3 x 15' C/D	Resolution Design (Dir: Tim Dyroff) Prod: Johnny Greally	Production Manager
Pfizer S26 Junior 1 x 15' & 1 x 30' TVC	FSM (Dir: Emile Rademeyer & Andreas Wanda) EP: Dave Kelly	Producer
Weight Watchers 'Happy Start' 2 x 15 sec TVC	Airbag Productions Melb (Dri: Adrian Bosich) Helen Morahan	Production Manager
All Homes 'Heart Meets Smart' 1 x 30 sec TVC	Blackberry Films (Dir: Gemma Lee) Helen Morahan	Production Manager
Pepsi Nex Dinosaurs 'Brand' & 'Nex' 2 x 30 sec TVC	Alt VFX Dir: Toshiyuki Yagi Johnny Greally	Production Manager
Kmart 'Bom Bom' 1 x 45', 3 x 30' TVCs & 3 x 15' C/D	Resolution Design (Dir: Tim Dyroff) Johnny Greally	Production Manager
Etihad (Facilitation for Rogue UK) 1 x 60" TVC and 1 x 30" Cutdown	Sheepish Lion (Dir: David Edwards UK) Emma Thompson	Production Manager

2012

	Production Company/Producer	Role
Woolworths 1 x 60" TVC	Radical Media Holly Alexander	Production Manager
Weight Watchers 1 x 30" ,1 x 15" CD, 1 x 15"	Radical Media Helen Morahan	Production Manager
Anti-Doping Lab Qatar (ADLQ) 1x 60sec TVC & 1x 3min BTS	Digital Pulse Annie Kinanne	Production Manager
Foxtel 'Go' and 'MCRI' 2x30sec TVCs	Foxtel Creative Tasha Mahalm (Director: Joel Noble)	Production Manager
Scholl Eulactol 'Heel Blam' 1x30, 1x15sec TVC	Photoplay Films Chris Kamen (Director: Matt Kamen)	Production Manager
OPTUS 4G 'Blown Away' 1x 30sec TVC	Fuel VFX Erica Ford (Director: Paul Butterworth)	Line Producer
IKEA 'Scream & 'Tribal' 2x 30sec TVC	Plaza Films Kim Kirby (Director: Barney Howells)	Production Manager
Claratyne 'Maid of Honour' 1x30, 1x15sec TVC	Colidor Films Johnny Greally (Director: Gemma Lee)	Production Manager
Pizza Hut 'Sticky Fingers' 12 x 15sec TVCs	Photoplay Films Chris Kamen (Director: Matt Kamen)	Production Manager
BIG W U Tube Catalogue	Fuel VFX Erica Ford (Director: Paul Butterworth)	Line Producer
BIG W Toy Spectacular 12 x 15sec TVCs	Fuel VFX Erica Ford (Director: Paul Butterworth)	Line Producer
Optus M 2x 15 sec TVCs	Fuel VFX Erica Ford (Director: Paul Butterworth)	Line Producer

EVENT MANAGEMENT

APRIL 2011 - MARCH 2012

Company	Role
Byron Bay Wedding and Party Hire	Event Producer

TELEVISION COMMERCIALS

2011

	Production Company/Producer	Role
U Bank	The Otto Empire Jo De Fina	Production Manager
Aussie Home Loans	Fuel VFX Celia Nicholas	Line Producer/Production Manager
Earth Hour	Radical Media Helen Morahan/Ian Fowler	Production Manager

2010Department of Industry &
Investment**Production Company/Producer**Z Space
Ken & Ange Smart**Role**

Production/Location Manager

Optus

Fuel VFX
Celia Nicholas

Line Producer/Production Manager

Lucky Lotteries

Flying Fish
Johny Greally

Production Manager

Dairy Farmers

Flying Fish
Johny Greally

Production Manager

Coco Pops

Photoplay Films
Matt Kamen

Production Manager

Pizza Hut Mia

Photoplay Films
Matt Kamen

Production Manager

Sony Bravia

Prodigy Films
Luke Copeland

Production Manager

Mazda

FIN Design & Effects
Anya Kruzmetra

Production/Location Manager

Coke Zero

Sheepish Lion
James Schulz

Production Manager

ANZ Barry

Plaza Films
Melissa Weinman

Production Manager

2009

Austar

Production Company/ProducerFilm Construction
Sacha Hodgson**Role**

Production Manager

Powerade

Radical Media
Ian Fowler

Production Manager

Woolworths

8 Commercials
Matt Barber

Production Coordinator

Franklins

Slamcam
Barry Milas

Production Manager

Ikea Pack Away

Radical Media
Ian Fowler

Production Manager

Mini Munchies

Fuel VFX
Johny Greally

Production Manager

Foxtel IQ

Film Construction
Catherine Kerr

Production/Location Manager

Wrigleys Dental

Film Construction
Tom Gibson

Production Manager

Wrigleys Extra	Fuel International Johnny Greally/Celia Nicholas	Production Manager
Pataks	Capitol Productions Donna Svanberg	Production Manager
Environment	Capitol Productions Donna Svanberg	Production Manager
Amber Tiles	Film Construction Sacha Hodgson	Production Manager
Channel 10 'HD 1'	Z Space Michele Turner	Budgeting

2008

Westpac 'Earth Credit Cards'	Campaign Palace Jacqui Gillies	Budgeting
IKEA 'IKEA Clearance'	Radical Media Johnny Greally	Production Manager
Lipo-D (Facilitating)	Japco Productions Kate Rule	Production Coordinator
Channel V	Radical Media Johnny Greally	Production Manager
Sportscraft	Capitol Productions Donna Svanberg	Production Manager

2007

	Production Company/Producer	Role
Nikon Coolpix (Facilitating)	Capitol Productions Donna Svanberg	Production Manager
House Foods (Facilitating)	Capitol Productions Donna Svanberg	Production Manager <i>Location: Gold Coast</i>
ABC Identifications ABC 1 & ABC 2	Z Space Nicky Marshall	Production Manager
ANZ 'Auction'	Film Construction Jacqui Gillies	Production Manager
'Dynamo'	Daily Planet Productions Craig Chapman	Production Manager
McDonalds 'Brand'	Soma Films Kate Rule	Production Manager <i>Location: Melbourne</i>
Faker Music Clip	Boomerang Productions Celia Janjic	Production Manager
Aus Networks TVCs	Z Space Ken Smart & Nicky Marshall	Production Manager

Workplace Agreements	Luscious International Susie Douglas	Production Manager
Tourism NSW	Z Space Ken Smart & Nicky Marshall	Production Coordinator PM: Emma Thompson
Target 'Toy Sale'	Film Construction Jacqui Gillies	Production Manager
Sydney Children's Hospital 'Big Gold Week'	Film Construction Jacqui Gillies	Production Manager
CBA 'For Me'	Film Construction Jacqui Gillies	Production/Location Manager
Symantec	Film Construction Sally Power	Production Manager <i>Location: Stockton Dunes</i>
Finish 'Powerball'	Agenda Film Productions Ian Iveson	Production Manager
Target 'Gift Card'	Film Construction Jacqui Gillies	Production Manager
Wrigley's Extra	Window Productions Johnny Grealley	Production/Location Manager
AMP	The Guild Melbourne Jackie Adler	Production Manager
Target Underwear	Film Construction Sydney Katrina Maw	Production Manager
Target Kids	Film Construction Sydney Jozsef Fityus	Production Manager
2006	Production Company/Producer	Role
NT Adventure	Elevator Barry Milas	Budgeting
P&O 'Dawn'	Juicy Projects Caro Ryan	Production Manager
Listerine 'Human Cannon'	Film Construction Sydney Claire Richards	Production Manager
Nicorette	Film Construction Sydney Claire Richards	Production Coordinator PM: Emma Thompson
Dairy Farmers	Window Productions Johnny Grealley	Production Manager <i>Location: Kiama</i>
CBA	The Sweet Shop Ltd (NZ) Tony Whyman	Production

Telstra Country Wide	Silverscreen Productions Sacha Hodgson	Production
Ocean Spray	Southern Hemisphere Johnny Greally	Production Manager
"3"	Revolver Film Marge McInnes	Cast Coordinator/PA PM: Linda Sapier
Post	Emerald City Design Geoff Clow	Production Coordinator
Various	Mullinars Casting Consultants Allison Meadows	Casting Coordinator
Panasonic	MTV Networks Australia Vanessa Zuppich	Line Producer

Luscious International
POSITIONS HELD

**Line Producer, Production Manager, Production Coord, Cast Coord, 2nd AD,
Location Scout & Manager**

2005

Jobs.com

Production Company/Producer

Luscious International
Tim Berriman

Role

Production Manager

Flomax 'Guys'
(Facilitating)

Luscious International
Susie Douglas

Production Manager
LP: Claire Davidson

Nissan 'Tiida'

Luscious International
Susie Douglas

Production Coordinator
LP: Claire Davidson

Twisties 'Double Twist'

Luscious International
Andrew Morris

Production Manager

Peugeot 407 HDi

Luscious International
EP: Andrew Morris

Line Producer
Location: Broken Hill

Solo 'The Best'

Luscious International
EP: Andrew Morris

Production Manager
LP: Sacha Hodgson

Maritime NZ

Luscious International
EP: Andrew Morris

Line Producer

Visa International 'Doors'

Luscious International
EP: Andrew Morris

Production Manager/Cast Coordinator
Location: Perth

Bluescope Steel

Luscious International
Susie Douglas

Production Manager

Men's Health Magazine

Luscious International
Tim Berriman

Production Manager

CBA 'Summer Home Loans'	Luscious International Tim Berriman	Production Manager
2004	Production Company/Producer	Role
Coca Cola 'Summer 04'	Luscious International Tim Berriman	Production Manager <i>Location: Byron Bay</i>
Thuraya Mountain (Facilitating)	Luscious International/Avana Film LP: Sacha Hodgson	Production Coordinator <i>Location: Brisbane & Gold Coast</i>
Target 'Women's Underwear'	Luscious International Tim Berriman	Production Manager
McDonalds 'Deli Choices'	Luscious International Sacha Hodgson	Production Manager
Mitsubishi	Luscious International Sacha Hodgson & Tim Berriman	Production Coord / Location Mgr
Nescafe 'Frappe'	Luscious International Tim Berriman	Production Manager
Nokia 'Catalina'	Luscious International Susie Douglas	Production Coordinator PM: Suzie Presswell
Muller Fruupe'	Luscious International/Central Groucho Andrew Morris	Production Manager
Smith's Thins	Luscious International Andrew Morris	Production Coordinator / 2nd AD
BlueScope Steel	Luscious International/Insight Prod Susie Douglas	Production Coordinator
Wacky Races (Facilitating)	Luscious International/Brave Film Co. LP: Alan Robinson	Production Coordinator <i>Location: Queenstown, NZ</i>
Shreddies & Shredded Wheat (Facilitating)	Luscious International/Brave Film Co. LP: Alan Robinson	Production Coordinator <i>Location: Queenstown, NZ</i>
Nokia 'What If'	Luscious International Andrew Morris	Production Coordinator
Linderman's	Luscious International Andrew Morris	Production Coordinator <i>Location: Melbourne</i>
Freedom	Luscious International Sacha Hodgson	Production Coordinator
Guinness Fes 'Why Not You'	Luscious International Susie Douglas	Production Coordinator/2nd AD <i>Location: Auckland, NZ</i>
Campbell's 'Real Stock'	Luscious International Susie Douglas	Production Coordinator

Clarinet 'Roam' (Facilitating)	Luscious International/CINE USA Andrew Morris	Cast Coordinator/2nd AD <i>Location: Queenstown, NZ</i>
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Collingwood 'Wipe Off 5'	Luscious International LP: Bobbi Dunphy	Production Coordinator <i>Location: Melbourne</i>
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FEATURE FILMS, VFX & DVD PRODUCTION

POSITIONS HELD

VFX Producer, Production Manager, Production Coord, Post Prod Coordinator VFX Coordinator, PA to Producer & Location Manager

2003

Ned Kelly (Premiere Event)	Working Title Australia EP: Tim White	Production Coordinator
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2002

Ned Kelly (Feature Film/Pick-ups)	Working Title Australia EP: Tim White	Production Coord/Location Mgr
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The Crocodile Hunter (Feature Film)	Animal Logic Film/Best Picture Show VFX Supervisor: Chris Godfrey	Visual Effects Producer
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The Matrix 2 & 3 (Feature Film)	Matrix 2 Productions & Warner Bros. Producer: Joel Silver	PA to Producer
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2001 – 2002

Moulin Rouge (DVD)	Bazmark Film & 20th Century Fox Producer: Holly Radcliffe	Production Manager
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Romeo & Juliet (DVD)	Bazmark Film & 20th Century Fox Producer: Holly Radcliffe	Production Manager
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Strictly Ballroom (DVD)	Bazmark Film & 20th Century Fox Producer: Holly Radcliffe	Production Manager
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2001

Moulin Rouge (Feature Film)	Bazmark Film & 20th Century Fox Producers: Martin Brown & Fred Baron Producer/Director: Baz Luhrmann	Post Production Coordinator Co-Producer: Catherine Knapman
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Moulin Rouge (Feature Film)	Bazmark Film & 20th Century Fox VFX Producer: Holly Radcliffe	Visuals Effects Coordinator
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CASTING

POSITIONS HELD

Entertainment & Casting Consultant

2000

Barwatch Entertainment	Artist Management	Entertainment Consultant
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1998 – 2000

RMK Voice Productions	Casting Agency – Managing voices, singers, actors & specialty performers	Casting Consultant
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DOCUMENTARIES & DISTRIBUTION

POSITIONS HELD

Promotions Executive, Assistant Manager, Sales Servicing Coordinator, PA & International Sales Assistant

2001

Roadshow Entertainment

Film/Video Distribution & Marketing

Promotions Executive

1995 – 1998

JC Media

Documentary Distribution & Production

Sales Servicing Coordinator

1995 – 1996

Wild Releasing

Video Distribution & Production

Assistant Manager

1995

JC Media

Documentary Distribution & Production

International Sales Assistant

One World Films

Documentary Production House
Producers, Directors & Distributors

Production Assistant

EDUCATION & COURSES

Courses

Public Relations & Media Affairs

Sydney University

Microsoft Access & Microsoft Word

Drake

Film & Television Production Cert.

North Sydney Tafe

Shotlister Editing Course

Digiteyes, Sydney

Scriptwriting for Film & Television

Community College, Ultimo

Film Directing

Community College, Ultimo

Filmmaking & Camera Operations

Community College, Ultimo

Education

Loreto Kirribilli, Sydney

Marist Brothers, Mosman

Trinity College, Lismore

St Philip Neri, Northbridge

SHORT FILMS/MUSIC CLIPS

FALLUJAH (Production Coord)

GREEN EYED Short Film (Producer)

URBAN KRISHNAS Short Film (Producer/Writer/Editor)

KALEIDAVIBE 'Never To Go' Music clip (Prod/Camera/Editor)

WOOLLOOMOOLOO THE WORLD BENEATH Short Film (Prod/Camera/Editor)

COMPUTER

Mac & PC literate

Word, Excel, Filemaker, Access and MYOB experience

Some experience on Adobe Photoshop & Illustrator

Database design and management experience

ABOUT ME ...

star sign: libra

chinese sign: fire dragon

A few of the traits that would best describe my character independent, determined, outgoing, energetic, friendly, a team player, reliable, honest, hard working, fair, sometimes mischievous, a dog lover and a good mum!

A few of the things I dislike Traffic, MSG, chatter-boxes, lazy people, sardines, cold weather, living a long way from my family!

A few things I love my gorgeous kids, sunshine, camping, dancing, vivid dreams, writing and documenting life, exercise, cooking up a storm, photography, a clean house, tequila, red wine and of course fresh oysters!

Most importantly... visiting my family in Byron Bay!

REFERENCES

Michael Cook
The Feds

Mob: 0415 387 274

Johnny Greally
Freelance Producer

Mob: 0408 530 902

Dave Kelly
Head of Production - Heckler

Mob: 0413 944 234