

# SERENA RETTENMAIER



## PRODUCER/LINE-PRODUCER/PRODUCTION MANAGER

**Mob:** 0425 204 085  
**Email:** serenaskyes@gmail.com  
**Agent:** Top Technicians Management  
**Tel:** 61 2 9958 1611  
**ABN:** 720 7176 3885

>> *Television Commercials*  
>> *Castings*  
>> *Event Management*

>> *Feature Films*  
>> *Documentaries & Distribution*

>> *VFX & Post Production*  
>> *DVD Production*

## TELEVISION COMMERCIALS *Selected TVC's 2019 - 2004*

### Emotive Content

Optus Samsung  
Transport NSW: Station Link  
Hello Fresh Series  
Optus Usain Bolt (Melb)  
DJ's 100th Anniversary  
Virgin Mobile

Director: Paul Middleditch/Prod: Peter Masterton  
Directors: Zane and Rory Pearson  
Director: Andrew Cameron  
Director: Zane Pearson  
Director: Zane Pearson/Producer: Cara Logue  
Director: Zane Pearson

Agency Producer  
Producer / Agency Producer  
Producer / Agency Producer  
Producer / Agency Producer  
Production Manager  
Producer

### Finch

TAB

Director: Jae Morrison/Prod: Amy Dyson

Production Manager

### Sweetshop Syd and NZ

HCF Cosplay  
CBA

Director: Louis Sutherland/Prod: Sarah Nichols  
Ct: Tony Whyman

Production Manager  
Production Manager

### Heckler

NRMA, AGL  
KIA  
Masters  
RAMS Home Loans  
Gatorade 'Fuelling the Future'  
Toyota Corolla  
SK-II Festive 14

EP: Will Alexander  
Dir: Simon Harsent  
Director: Rocky Morton  
Director: Perry Westwood / Prod: Johnny Grealley  
Dir: Justin McMillan/Prod: Johnny Grealley  
Dir: Justin McMillan/Prod: Johnny Grealley  
Dir: Toby Pike/Prod: Johnny Grealley

Producer  
Producer  
Producer  
Production Manager  
Production Manager  
Production Manager  
Production Manager

### Ogilvy X

KFC Bucket  
Coke 'Meals'  
KFC Taste (Outback)  
Coca Cola Life  
Huggies  
Optus  
Sunsense  
Powerade

Director: Peter Bloomfield/Prod: Caeley Wesson  
Director: Will Horne  
Director: Jono Nyquist/Prod: Alex Tizzard  
Director: Peter Bloomfield/Prod: Leilani T.  
Director: Nick Robertson/Prod: Leilani T.  
Producer: Cassie Floriano  
Producer: Chloe Noble  
Producer: Chloe Noble

Production Manager  
Producer  
Production Manager  
Production Manager  
Production Manager  
Production Manager  
Production Manager  
Production Manager

### //13&CO

Myer Summer, Winte, Autumn  
Bonds  
McDonalds

Director: Patrick Fileti  
Director: Pete Moore/EP: Roy De Giorgio  
Director: Pete Moore/EP: Roy De Giorgio

Producer  
Production Manager  
Production Manager

**Jungleboys**

TAB	Director: Scott Pickett/Prod: Sarah Nichols	Production Manager
My Plates - Various TVCs	Dir: Alethea Jones/Prod: Marge McInnes	Production Manager

**Goodoil Films**

Origin Energy	Prod: Marge McInnes	Production Manager
ANZ Home Loans	Prod: Claire Richards / Dir: Fiona McGee	Production Manager

**Rotor Studios**

Toyota RTOA Online	Prod: Richard Halsted	Production Manager
--------------------	-----------------------	--------------------

**Resolution Design**

Lights, Camera, Actor Promo	Director: Tim Dyroff / EP: Kent Boswell	Producer
Big W 'Back to School'	Director: Tim Dyroff / EP: Kent Boswell	Producer
Lend Lease Barangaroo	Director: Tim Dyroff / EP: Johnny Greally	Production Manager

**Rabbit**

Southern Comfort	Director: Jesse James McElroy/Prod: Greg Fyson	Production Manager
------------------	--	--------------------

**Collider Films**

Shell 'Rimula Hard Working'	Director: Patrick Fileti/Prod: Hamish Roxborough	Production Manager
Claratyne 'Maid of Honour'	Director: Gemma Lee/Prod: Johnny Greally	Production Manager

**Cadence**

NRL & State of Origin	Dir: Justin McMillan/Prod: Johnny Greally	Production Manager
-----------------------	---	--------------------

**Droga5**

Qantas	Dir: Justin McMillan/Prod: Helen Morahan	Production Manager
--------	--	--------------------

**The Feds**

Sinker	Dir: Josh Logue/EP: Michael Cook	Producer
Radiation Oncology	Dir: Henry Zalapa/EP: Michael Cook	Producer
Traveller.com	Dir: Kacie Anning/EP: Michael Cook	Producer
Hungry Jacks, Pretty Shady, Nandos	Dir: Josh Logue/Prod (US): Yvonne Ortiz	Production Manager

**Sheepish Lion**

Otrivin	Dir: Ken Lambert/Prod: James Schulz	Production Manager
Foxtel 'Chris Hemsworth'	Dir: Ken Lambert/Prod: James Schulz	Production Manager
Foxtel 'Disney Promo'	Dir: Ken Lambert/Prod: James Schulz	Production Manager
Etihad (Facilitation for Rogue UK)	Dir: David Edwards UK/Prod: Emma Thompson	Production Manager

**Playbig**

NRMA	Dir: Rey Carlson / Prod: Caroline David	Production & Location Manager
CBA 'The Wallet'	Dir: Rey Carlson / Prod: Caroline David	Production Manager

**Film Graphics**

Telstra	Dir: David Denneen/Prod: Anna Fawcett	Production Manager
---------	---------------------------------------	--------------------

**Resolution Design**

Big W 'Back to School'	Dir: Tim Dyroff/Prod: Johnny Greally	Production Manager
Kmart II 'Bom Bom'	Dir: Tim Dyroff/Prod: Johnny Greally	Production Manager

**George Patterson Y&R / Studio 35**

CBA	Prod: Elisa Maine	Agency Production Manager
-----	-------------------	---------------------------

**George Patterson Y&R**

Transport of NSW - Shane Jacobsen	Dir: Clayton Jacobson/Prod: Kilou Picard	Agency Production Manager
-----------------------------------	--	---------------------------

**FSM**

Tourism Australia	Dir: Phil Meatchem/EP: Dave Kelly	Producer
Pfizer S26 Junior	Dir: Emile Rademeyer & Andreas Wanda	Producer

**AMVI**

Kinder Surprise 'Give Back' and 'Play'	Dir: Arni Thor-Jonsson/LA/Prod: Annie Kinnane	Production Manager
--	---	--------------------

**Airbag Productions Melb**

Weight Watchers 'Happy Start'	Dir: Adrian Bosich/ Prod:Helen Morahan	Production Manager
-------------------------------	--	--------------------

**Chief Entertainment**

Telstra 'It's a Big Deal'	Ct: Julie Duff / Melissa Pace	Producer
---------------------------	-------------------------------	----------

**Alt VFX**

Pepsi Nex Dinosaurs 'Brand' & 'Nex'	Dir: Toshiyuki Yagi/Prod: Johnny Grealley	Production Manager
-------------------------------------	---	--------------------

**Radical Media**

Woolworths	Prod: Holly Alexander	Production Manager
Weight Watchers	Prod: Helen Morahan	Production Manager
Earth Hour	Dir: Ian Fowler/Prod:Helen Morahan	Production Manager

**Photoplay Films**

Scholl Eulactol 'Heel Blam'	Dir: Matt Kamen/ Prod: Chris Kamen	Production Manager
Pizza Hut 'Sticky Fingers'	Dir: Matt Kamen/ Prod: Chris Kamen	Production Manager
Coco Pops	Dir: Matt Kamen/ Prod: Chris Kamen	Production Manager
Pizza Hut Mia	Dir: Matt Kamen/ Prod: Chris Kamen	Production Manager

**Fuel VFX**

OPTUS 4G 'Blown Away'	Dir: Paul Butterworth/Prod:Erica Ford	Line Producer
BIG W U Tube Catalogue	Dir: Paul Butterworth/Prod:Erica Ford	Line Producer
BIG W Toy Spectacular	Dir: Paul Butterworth/Prod:Erica Ford	Line Producer
BIG W Toy Spectacular	Dir: Paul Butterworth/Prod:Erica Ford	Line Producer
Aussie Home Loans	Dir: Paul Butterworth/Prod:Erica Ford	Line Producer
Optus	Dir: Paul Butterworth/Prod:Erica Ford	Line Producer/Production Manager
Mini Munchies	Dir: Paul Butterworth/Prod: Johnny Grealley	Production Manager
Wrigleys Extra	Prod: Johnny Grealley/Celia Nicholas	Production Manager

**Plaza Films**

IKEA 'Scream & 'Tribal'	Dir: Barney Howells/Prod: Kim Kirby	Production Manager
ANZ Barry	Producer: Melissa Weinman	Production Manager

**The Otto Empire**

U Bank	Prod: Jo De Fina	Production Manager
--------	------------------	--------------------

**Z Space**

Department of Industry & Investment	Dir:Ken Smart/Prod: Ange Smart	Production/Location Manager
-------------------------------------	--------------------------------	-----------------------------

**Flying Fish**

Lucky Lotteries	Prod: Johnny Grealley	Production Manager
Dairy Farmers	Prod: Johnny Grealley	Production Manager

**Prodigy Films**

Sony Bravia	Ct: Luke Copeland	Production Manager
-------------	-------------------	--------------------

**FIN Design & Effects**

Mazda	Prod: Anya Kruzmetra	Production/Location Manager
-------	----------------------	-----------------------------

## Film Construction

Austar	Prod: Sacha Hodgson	Production Manager
Amber Tiles	Prod: Sacha Hodgson	Production Manager
Wrigleys Dental	Prod: Tom Gibson	Production Manager
ANZ 'Auction'	Prod: Jacqui Gillies/Dir: Matt Palmer	Production Manager
Target 'Toy Sale'	Prod: Jacqui Gillies/Dir: Matt Palmer	Production Manager
Sydney Children's Hospital	Prod: Jacqui Gillies/Dir: Matt Palmer	Production Manager
CBA 'For Me'	Prod: Jacqui Gillies/Dir: Matt Palmer	Production/Location Manager
Symantec	Prod: Jacqui Gillies/Dir: Matt Palmer	Production Manager
Target 'Gift Card'	Prod: Jacqui Gillies/Dir: Matt Palmer	Production Manager
Target Underwear	Prod: Katrina Maw	Production Manager
Target Kids	Prod: Jozsef Fityus	Production Manager
Listerine 'Human Cannon'	Prod: Claire Richards / Dir: Steve Saussey	Production Manager
Nicorette	Prod: Claire Richards / Dir: Steve Saussey	Prod Coord /PM: Emma Thompson

## 8 Commercials

Woolworths	Prod: Matt Barber	Production Manager
------------	-------------------	--------------------

## Radical Media

Powerade	Prod: Ian Fowler	Production Manager
Ikea Pack Away	Prod: Ian Fowler	Production Manager
IKEA 'IKEA Clearance'	Prod: Ian Fowler	Production Manager
Channel V	Prod: Johnny Grealley	Production Manager
Foxtel IQ	Prod: Catherine Kerr	Production/Location Manager

## Z Space

Channel 10 'HD 1'	Prod: Michele Turner / Dir: Ken Smart	Production Manager
ABC Identifications -ABC 1 & ABC 2	Prod: Nicky Marshall / Dir: Ken Smart	Production Manager
Aus Networks TVCs	Prod: Nicky Marshall / Dir: Ken Smart	Production Manager
Tourism NSW	Prod: Nicky Marshall / Dir: Ken Smart	Prod Coord /PM: Emma Thompson

## Slamcam

Franklins	Prod: Barry Milas	Production Manager
-----------	-------------------	--------------------

## Capitol Productions

Pataks	Prod: Donna Svanberg	Production Manager
Environment	Prod: Donna Svanberg	Production Manager
Sportscraft	Prod: Donna Svanberg	Production Manager
Nikon Coolpix OS		
House Foods OS		

## Japco Productions

Lipo-D	Prod: Kate Rule	Production Coordinator
--------	-----------------	------------------------

## Campaign Palace

Westpac 'Earth Credit Cards'	Prod: Jacqui Gillies	Budgeting
------------------------------	----------------------	-----------

## Revolver Film

"3"	Prod: Marge McInnes	Production Coord
-----	---------------------	------------------

## Soma Films

McDonalds 'Brand'	Kate Rule	Production Manager
-------------------	-----------	--------------------

## Daily Planet Productions

'Dynamo'	Producer: Craig Chapman	Production Manager
----------	-------------------------	--------------------

## Boomerang Productions

Faker Music Clip	Producer: Celia Janjic	Production Manager
------------------	------------------------	--------------------

### Window Productions

Wrigley's Extra	Prod: Johnny Grealley	Production/Location Manager
Dairy Farmers	Prod: Johnny Grealley	Production/Location Manager

### The Guild Melbourne

AMP	Prod: Jackie Adler	Production Manager
-----	--------------------	--------------------

### Silverscreen Productions

Telstra Country Wide	Prod: Sacha Hodgson	Production Manager
----------------------	---------------------	--------------------

### Luscious International

#### 4 years full time: Line Producer, Production Manager, Production Coord, Cast Coord, 2nd AD, Location Scout & Manager

Workplace Agreements	Prod: Susie Douglas/Dir: James Holt	Production Manager
Jobs.com	Prod: Tim Berriman/Dir: Damien Toogood	Production Manager
Flomax 'Guys'	Prod: Susie Douglas / Claire Davidson LP	Production Manager
Nissan 'Tiida'	Prod: Susie Douglas / Claire Davidson LP	Production Coord
Twisties 'Double Twist'	Prod: Andrew Morris/Dir: Richard Gibson	Production Manager
Peugeot 407 HDi (Broken Hill)	Prod: Andrew Morris/Dir: Richard Gibson	Line Producer
Solo 'The Best'	Prod: Andrew Morris/Dir: Richard Gibson	Production Manager
Maritime NZ	EP: Andrew Morris/Dir: Richard Gibson	Line Producer
Visa International 'Doors' (Perth)	EP: Andrew Morris/Dir: Richard Gibson	Production Manager/Cast Coordinat
Bluescope Steel	Prod: Susie Douglas/Dir: James Holt	Production Manager
Men's Health Magazine	Prod: Tim Berriman/Dir: Damien Toogood	Production Manager
CBA 'Summer Home Loans'	Prod: Tim Berriman/Dir: Damien Toogood	Production Manager
Coca Cola 'Summer 04' (Byron Bay)	Prod: Tim Berriman/Dir: Damien Toogood	Production Manager
Thuraya Mountain (Brisbane/GC)	Prod: Sacha Hodgson - facilitating	Production Coordinator
Target 'Women's Underwear'	Prod: Tim Berriman/Dir: Damien Toogood	Production Manager
McDonalds 'Deli Choices'	Prod: Sacha Hodgson	Production Manager
Mitsubishi	Prod: Tim Berriman/Dir: Damien Toogood	Production Coord / Location Mgr
Nescafe 'Frappe'	Prod: Tim Berriman/Dir: Damien Toogood	Production Manager

## 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
----------------------------	---	------------------------

### 2002

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

### 2001 – 2002

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

### 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
-----------------------------	--	---

Moulin Rouge (Feature Film)	Bazmark/20th Century Fox / Prod: Holly Radcliffe	Visuals Effects Coordinator
-----------------------------	--	-----------------------------

## CASTING

### POSITIONS HELD

### Entertainment & Casting Consultant

#### 2000

Barwatch Entertainment

Artist Management

Entertainment Consultant

#### 1998 – 2000

RMK Voice Productions

Casting Agency – Managing voices,  
singers, actors & specialty performers

Casting Consultant

## 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  
Microsoft Access & Microsoft Word  
Film & Television Production Cert.  
Shotlister Editing Course  
Scriptwriting for Film & Television  
Film Directing  
Filmmaking & Camera Operations

Sydney University  
Drake  
North Sydney Tafe  
Digiteyes, Sydney  
Community College, Ultimo  
Community College, Ultimo  
Community College, Ultimo

### Education

Loreto Kirribilli, Sydney  
Trinity College, Lismore

Marist Brothers, Mosman  
St Philip Neri, Northbridge

## SHORT FILMS/MUSIC CLIPS

Fallujah Short Film (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 ...

I've been working in the TV industry since I was 18 in all facets. I love this industry for all that it presents... the creativity, the diversity of work and people and the adrenalin that kicks in when you just have to get the job done under all sorts of pressures, whether it be tight deadlines, budget constraints, tricky customers or just a complicated script.

I'm a really hard worker. I'm diligent, honest, fair and able to manage crew and client expectations along the way. I can manage budgets well and tight schedules and have good knowledge of crew & locations both locally and interstate. I love to Produce and also like to Production Manage jobs, as both roles compliment each other, expanding my knowledge in production, to enable a more efficient and enjoyable project for all.

I love my 3 gorgeous kids and my cheeky dog Roxy. In all my spare time I love building houses with my husband, exercise, sunshine, camping, dancing, writing, cooking up a storm, a glass of red and of course fresh oysters!  
Most importantly... visiting my family in Byron Bay!

## REFERENCES

Josh Jenkins	Supervising Producer - Ogilvy X	Mob: 0411 877 116
Sarah Nichols	Freelance Producer	Mob: 0417 442 467
Zane Pearson	Director - Emotive Content	Mob: 0422 056 414
Johnny Grealley	Freelance Producer	Mob: 0408 530 902
Marge McInnes	Freelance Producer	Mob: 0405 134 007