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Name. | Christiana (Tia) Roberts
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WORK EXPERIENCE

CHRISTIANA ROBERTS || Please see list of credits on following page

FREELANCE PRODUCTION + CREATIVE DIRECTION

London + Sydney | 2013 - Present

Freelance production and creative direction for moving image, stills and events in the UK and Australia. This includes: drafting and overseeing large scale budgets, assembling crew, arranging/executing recces and managing locations, managing timescales (pre, shoot/event, post production), logistics, handling legal aspects pertaining to jobs like insurance and location/crew/cast agreements. Experience working as the creative lead, developing concepts and working with/managing other creatives to achieve the brief.

SAM I AM MANAGEMENT || samiam.com.au

MARGETING MANAGER + AGENT

Sydney | 2018 - 2019

I worked pro-actively to promote the Agency and our Photographers + Directors to commissioning clients within advertising, brands, fashion and editorial. I also worked on long-term marketing strategies for the agency and each artist drawing on experience, trends and existing relationships in the industry. I maintained and grew our client network – setting up and attending face-to-face meetings with existing and new clients in addition to arranging gosees and meetings for artists with clients. In conjunction to this I supported artists though curating their portfolios and helping them develop their work.

DONNA HAY 'BASICS TO BRILLIANCE - KIDS' || <http://winifred.com.au/work/donna-hay-basics-to-brilliance-kids-trailer/>

PRODUCTION COORDINATOR

Sydney | June - October 2018

Engaged by Winifred + Foxtel as the Production Coordinator for the TV series *Donna Hay 'Basics to Brilliance - Kids'*. This was an 8 part series that was shot around NSW working with EP Celia Nicholas and Line Producer Clare Shirvington.

CHIEF ENTERTAINMENT || chiefentertainment.com.au

PRODUCER + PRODUCTION MANAGER

Sydney | 2016 - 2017 (I now freelance with them)

As a part of the Corporate & Commercial Production division at Chief Entertainment we produced varied and wide reaching creative content across all media platforms. From agency TVC's, radio, corporate production and worldwide television programs. Initially employed as the Production Manager, key responsibilities included:

- Managing all production resources, both internal and external, including staff, edit suites and equipment, ensuring maximum cost efficiency and product output were consistently maintained.
- Reporting regularly to CEO and Senior Management regarding the status of all active productions and their associated budgets.

I was promoted to Producer and my responsibilities included:

- Creatively responding to clients whilst setting achievable expectations as they commission ed video projects.
- Creating and managing accurate budgets and production schedules with the Production Manager.
- Managing all aspects of video projects from commission to delivery.
- Managing the client relationship with the Executive Producer.
- To report regularly to the Head of Production regarding the status of my current productions and their associated budgets and client expectations.

THE ARTIST GROUP || artist-group.net/

PRODUCER + AGENT

Sydney | 2014 - 2015

My role as a producer was in a full service production capacity, including budget negotiation, location scouting, talent casting and as an onsite producer managing stills shoot coordination, pre and post production. Clients included fashion, luxury brands as well as creative and advertising agencies. I also worked as an agent, representing and managing the careers of a roster of talent which included fashion & advertising photographers, stylists, makeup artists and hair stylists. This involved creating and nurturing strong client relationships, strategic planning and marketing alongside talent development.

USED MAGAZINE || <https://trendland.com/used-magazine-launches/>

DIGITAL EDITOR

London | 2012 - 2013

This role involved overseeing the content and direction of USED magazine online, writing my own editorial content and commissioning work, organising shoots and video for the site, casting and crew assembly and dealing with advertising and new business. The magazine has closed but the above link gives a good overview of the magazine.

REFERENCES

References attached and with additional available on request.

EDUCATION

Charles Sturt University, Australia 2004 - 2007 | Bachelor of Communication: Journalism
 Central Saint Martins, London 2006 | Summer School: Fashion Journalism

MOTION CREDITS

DATE	ROLE	COMPANY	DIRECTOR	PRODUCER	PRODUCTION MANAGER	TITLE
Jan 2018	Production Coordinator	Winifred	Micca Delaney	Celia Nicholas	Jane Griffin	Foxtel 'Mums Taxi' Melbourne
Nov/Dec 2017	Production Coordinator	Winifred	Micca Delaney	Celia Nicholas	Jane Griffin	Foxtel 'Mums Taxi' Sydney
Nov 2017	Production Coordinator	WPP Hogarth	Josh Frizelli	Siobhan Crowley	Simone Barker	Berocca
Nov 2017	Production Coordinator	Buddy Films	Ace Norton	Sue Walker	Rachel Dore	Target Home 'Faded Opulence' *Pre only
June - Oct 2017	Production Coordinator	Foxtel/Winifred	Max McKinnon Ep1, Tim Thatcher Ep2-8	Celia Nicholas	Line Producer: Clare Shervington	Donna Hay 'Basics to Brilliance - Kids' TV Series
May 2017	Field Producer	Channel 9	Shaun Wellfare	Me	Helen Thorpe	Sydney Children's Hospital Foundation Gold Telethon 'Ruby' 'Cooper Lowe' 'Gold Dinner'
April - June 2017	Assistant Producer	Channel 9	Ex Channel 9	Julie Duff	Ex Channel 9	Sydney Children's Hospital Foundation Gold Telethon. Feat: Boy George, Kelly Rowland, Seal
April 2017	Directors Assistant	Ogilvy	Zac Woodlock	Chloe Noble	-	SunSense
March 2017	Production Assistant	Jungle	Connor & Christiaan Van Vuuren	Julia Corcoran	-	'The Internet' Pilot *Pre only
March 2017	Production Coordinator	Buddy Films	Henry Sanna	Sue Walker	Rachel Dore	Australian Federal Government 'General Public' 'Small Business'
Feb 2017	Production Coordinator	Buddy Films/ Room Two (USA)	Filip Tellander	Sue Walker	Debbie Sinton	Nutro Brand 'Clean and Cleaned Up' *Aus Pre only

Feb 2017	Producer	Chief Entertainment	Brendan Lasker	Me	Lucy Waller	Telstra 'Tech Mates'
Oct 2016	Producer / Production Manager	Chief Entertainment	Various	Various/Me	Me	Various
Sept 2016	Producer / Production Manager	Chief Entertainment	Various	Various/Me	Me	Various
Aug 2016	Production Manager	Chief Entertainment	Various	Various/Me	Me	Various
July 2016	Production Manager	Chief Entertainment	John Pritchard Phil Sullivan (VR)	Siobhan Dampney	Me	Telstra VR Instore Training Video
Jun 2016	Production Manager	Chief Entertainment	Karen Warner	Julie Duff	Me	Cure Cancer 'Paul Hogan BARBECURE'
Jun 2016	Production Manager	Chief Entertainment	Brendan Lasker	Margret Bates	Me	Origin Energy
Jun 2016	Production Manager	Chief Entertainment	Brendan Lasker	Julie Duff	Me	Telstra NRL + Apple Music
May 2016	Production Manager	Chief Entertainment	Brendan Lasker	Boyd Duff	Me	Testra 'Edible Blooms'
May 2016	Production Manager	Chief Entertainment	Brendan Lasker	Margret Bates	Me	Bayer 'Consumer Health'
May 2016	Production Assist	Chief Entertainment	Brendan Lasker	Margret Bates	Saptashi Paul	Soresto Hype Reel
May 2016	Producer	Chief Entertainment	Brendan Lasker	Me	Saptashi Paul	Nasonex 'How To'
May 2016	Production Coordinator	One20	Will Horne	Alan Robinson	Natalie McNamara	Greyhound Racing NSW 'Love to run Love to Run'
April 2016	Production Coordinator	Finch	Michael Davies	Claire Thompson	-	Westpac 'Where greatness comes from'
March 2016	Production Coordinator	Jungle	Al Moore	Suzanne Mallos	Sharon Ross	Woolworths *Pre only
March 2016	Production Coordinator	Jungle	Matt Moore	Sarah Nichols	Lorelle Adamson	Renault 'R.S. 16 AUSTRALIAN GP'
March 2016	Production Manager	Chief Entertainment	Boyd Duff	Mark Tesoriero	Me	Telstra 'Tech Mates'
Feb 2016	Production Coordinator	Buddy Films	Filip Tellander	Sue Walker	-	Ford Ranger *Pre
Feb 2016	Production Assistant	Rabbit Content	Jesse McElroy	Jane Larkins	-	Sanitarium Up & Go 'PE Teacher' *Small amount of pre only
Feb 2016	Production Assistant	Rabbit Content	Ant Mcphail	Jane Larkins	Alex Bray	Telstra 'Be the Business' *Pre only
Feb 2016	Production Coordinator	Rabbit Content	Alex Paul (USA)	Mike Salter	Jane Griffin	Guanyiru Yoghurt (China)
Feb 2016	Production Coordinator	Jungle	Al Morrow	Sarah Nichols	Alicia Rashleigh Butler	Purplebricks Familiar Faces Sydney 'Familiar Faces Melbourne'
Jan 2016	Cast Coordinator	Scoundrel Fims	Michael Spiccia	Kate Sawyer	Jane Griffin	TIAA - CREF 'What does success look like'
Jan 2016	Production Assist	Buddy Films	Martin Wedderburn	Sue Walker	Jo Messina	Bet365 *Pre only
Dec 2015	Cast Coordinator	Fabric Films / Pretty Bird UK	Tim Heidecker Eric Wareheim	Julianne Shelton/ Nell Jordan	Daisy Bray	Homeaway.com 'Why Share It?'
Nov/Dec 2015	Casting Assistant	Outcast International (USA)	Tim Heidecker Eric Wareheim	Wendy Green	-	Homeaway.com 'Why Share It?'
Nov/Dec 2015	Production Coordinator	The Feds	Julie Duff	Julie Duff	Lizzy Nash	Stoneleigh Wines Part II 'Step into No. 50'

Nov 2015	Production Coordinator	Chimney Group	Johan Polhem	Rosie Parker	-	SAMSUNG KidsTime "Across Screens" & "Galaxy View"
Oct 2015	Production Coordinator	The Feds	Henry Zapala	Julie Duff	Lizzy Nash	Stoneleigh Wines 'Step into No. 50'
Oct 2015	Production Assist	//13&Co	Pete Moore	Charity Downing	Serena Rettenmaier	McDonald's 'All Day Breakfast'
Oct 2015	Casting Assistant	Susie McLean Casting	-	-	-	ALDI
Sept 2015	Production Assistant	Buddy Films	The Work (USA)	Sue Walker	Susie Douglas	Infiniti 'Be Ready To Winter'
Aug/Sept 2015	Producer	Work Agency	Tim Ashton	Me	-	Glassons SS16 Campaign
Aug 2015	Production Coord	Jungle Boys	Scott Pickett	Sarah Nichols	Alicia Rashleigh Butler	TAB 'More than Just Winning' *Pre only
Aug 2015	Production Coordinator	Finch	Alex Roberts	Claire Thompson	-	AUDI 'Obstacles'
Aug 2015	Production Coordinator	Rapid Films	Craig Rasmus	Susannah Phillips	-	Big W 'Think Big' *Pre only
July/Aug 2015	Production Coordinator	Rotor Studios	Simon Frost	Richard Halsted	Serena Rettenmaier	'Toyota Access' 'Toyota Genuine Service' 'Toyota Certified Used Vehicles' 'Toyota Superior Quality' 'Lifetime of Advantages' 'Nationwide Dealer Network'
July 2015	Production Coordinator	Post Productiv	Tom Spark	Annie Kinnane	-	Aussie Bodies: 'Steamy' 'Shower' 'Rowers' 'Yoga' 'Storeroom' 'Elevator'
July 2015	Production Coordinator	World Wide Mind (Heckler)	Rocky Morton (USA)	Will Alexander	Serena Rettenmaier	MASTERS 'Kitchen and Garden'
July 2015	Cast Coordinator	Pow Now	Tim Dyroff	-	Serena Rettenmaier	Lights, Camera, Actors' Pilot
July 2015	Cast Assistant	Citizen Jane Casting	Rob Giovannoni	-	-	TELSTRA 'Road to Discovery'
July 2015	Cast Assistant	Citizen Jane Casting	-	-	-	SENSODINE 'Fresh Smile'
March 2014	Casting Assistant	Black Fella Films	Ronan Sharkey Dora Weekley	-	-	'First Contact' Documentary
2013	Producer	Hidden Agency (UK)	Liam Gleeson	Me	Phoebe Donald	Ben Sherman 'Plectrum'
2013	Producer	Merlin Harvey (UK)	James Loveday	Me	Clare Reed	BOSIDENG 'Rush'
2013	Producer	Crabtree & Evelyn (UK)	Steven Fisher	Me	Phoebe Donald	CRABTREE & EVELYN 'Crabapple Blossom'
2012, 2013	Producer	USED Magazine (UK)	Various	Me	Sophie Lancaster	Content for the Online and Tablet portal for USED Magazine

STILLS

DATE	ROLE	COMPANY	PHOTOGRAPHER	TITLE
2014, 2015	Producer	The Artist Group	Darren McDonald	ALEX PERRY Campaign + Lookbook (Various campaigns)
2014, 2015	Producer	The Artist Group	Darren McDonald	AUTOGRAPH Various jobs: SS/14 Bali, AW/14 in NYC, SS/15 in Sydney

2014, 2015	Producer	The Artist Group	Darren McDonald	Ginger + Smart Campaign + Lookbook (4 in total across 2 years)
2014, 2015	Producer	The Artist Group	Darren McDonald	VOGUE AUSTRALIA Various Jobs: 'Yang Li' 'Nicole Ritchie', 'Nicole Warne' 'Bambi Norwood -Blyth (Miss Vogue)',
2015	Producer	The Artist Group	Darren McDonald	INSTYLE 'Women of Style'
2015	Producer	The Artist Group	Darren McDonald	HARPERS BAZAAR 'Neu Denim'
2015	Producer	The Artist Group	Darren McDonald	MANIA MANIA Campaign feat. Lizzy Jagger
2015	Producer	The Artist Group	Darren McDonald	HERMES 'Festival des Metiers'
2015	Producer	The Artist Group	Darren McDonald	CHANEL 'Maddison Brown'
2014	Producer	The Artist Group	Darren McDonald	ZIMMERMAN 'Tell Me Seer'
2014	Producer	The Artist Group	Darren McDonald	SUNDAY STYLE Magazine 'Fierce Creatures' Cover + Inside feat. Coco Rocha
2014	Producer	The Artist Group	Darren McDonald	ELLE Magazine Various jobs: 'Love Me Do' 'Modern Muse' 'The Remix'
2014	Producer	The Artist Group	Darren McDonald	TRIANGL Swimwear SS/14 Bali
2014	Producer	The Artist Group	Darren McDonald	MYER EMPORIUM Magazine 'In Full Bloom' 'Bring It On'
2014	Producer	The Artist Group	Darren McDonald	DAVID JONES 'Party Dressing' Campaign
2014	Producer	The Artist Group	Darren McDonald	J BRAND JEANS (USA)
2013	Producer	Oyster Magazine	Mitch McLennan	OYSTER 'Evangeline Ling'
2012, 2013	Producer	USED Magazine (UK)	Various	Content for the Online and Tablet portal for USED Magazine
2012, 2013	Producer	Premier Models (UK)	Mitch McLennan	PREMIER MODELS Various tests for new models

Julie Duff
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<https://au.linkedin.com/in/julieduff1>
Sydney
0403327756

March 1st 2018

Re: Christiana Roberts

To Whom It May Concern:

It is with great enthusiasm and confidence that I act as referee for Christiana Roberts. Having employed Christiana in a number of roles over the last three years, her dedication, hard work and performance are incomparable and I now consider her “my first hire” in any new role I undertake or project team that I build.

As the lines between traditional production roles continue to blur, I have found Christiana adapts beautifully, learns quickly and works incredibly hard to ensure she delivers in whatever challenge she is presented.

Christiana’s organisational skills, communication skills and application are rarely questioned. She has a unique ability to sense developing problems and either flag them or solve them. Christiana takes full responsibility for her tasks and will not deflect mistakes to others.

As a team member, Christiana brings a terrific energy and much needed sense of fun to a production team, but her focus never wavers. As a person she is smart, loyal and incredibly hardworking and I have found her industry contacts and recommendations for service suppliers to be highly reliable.

While working with me on jobs over the past three years, I have watched Christiana blossom into a well-rounded production professional. She has a complete comprehension of budgets and schedules and continually builds upon her knowledge of the creative production process for video. Christiana’s work with me has covered Producing, Production Management and Facility Management. Across all of these areas she has worked with agencies, direct clients and other production companies with great success.

I have no hesitation in recommending Christiana to any future employer.

Yours sincerely,

Julie Duff