

1. Michael Metzner - Resume

Creative Producer/Director

mike@mikemetzner.com

+61 (0) 410 548 873

<https://mikemetzner.com>

I bring to the role of freelance creative producer, over 15-years experience running boutique production studios in Melbourne, creating high-end content for brands, agencies, media platforms and government departments.

Having completing a Bachelor of Film & Television at Victorian College of the Arts, I headed up the video production team for the Melbourne Fashion Festival. To meet an increasing demand for content from the festival's participating labels and sponsors, I launched Snapper Screen Productions Pty Ltd in 2004 (t/a Good Cop Bad Cop from 2015).

I've since been able to evolve as both a producer and a creative in equal measure. I've developed the business acumen required to foster lasting relationships with some of Australia's premium brands, and combine it with extensive hands on experience crafting engaging brand entertainment.

I'm particularly interested in discovering and creating stories that allow brands to reach new audiences in innovative ways.

Content created for: Bonds, Penfolds, Realestate.com.au, VEVO Australia & USA, Ford Australia, Dare Iced Coffee, Australia Post, Blue Illusion, Pedigree, Public Transport Vic, Victoria Govt - DHHS, Beyond Blue, Sheridan, Pacific Brands, ANZ, Telstra, Fleet Partners, Sustainable Victoria, Sony, EMI, Politix, Country Road, Chadstone, Myer, Melbourne Fashion Festival, Karma Royal Group.

Experience/skills:

Executive producing: establishing client relationships • account managing • dev. evolving list of creative personnel • managing creative studio relationships • working with brands to shape video content direction

Creative: concepts, treatments & scripts • directing commercial, corporate and motion graphic content • directing live performance filming • creating motion graphics content for live events

Production: producing shoots throughout Aus. & Internationally (USA, NZ, India, Thailand, Indonesia, China) • booking talent & crew • location management • budgets & reconciling • production & shoot schedules

Post Production – editing • post co-ordination • delivery of complex integrated campaign collateral

Insurance: flexibility to operate as a pty ltd with public liability insurance/work cover OR as a contracted employee.

Facilities and equipment: on-line/off-line post prodn edit suite, C300 MII camera kit, Phantom 4 Pro drone.

Licenses & certificates: working with children check, advanced first aid

2.

Michael Metzner

Creative Producer/Director

mike@mikemetzner.com

+61 (0) 410 548 873

<https://mikemetzner.com>

“

Mike Metzner has worked with Bonds over a number of years, most recently producing Dustin Martin's BONDS Killer Undies video campaigns, which have both delivered exceptional social traction. Mike's flexibility and collaborative approach helped Bonds reach and engage with our youth male audience, a notoriously difficult to reach market. Mike is passionate, creative and continues to push the boundary to deliver

Emily Small - Head of Marketing, Bonds

“

Mike Metzner has created content which has consistently grown strong audience engagement, and been delivered to such a high standard that 'The Converted' was nominated in 2017 for a Mumbrella Publisher Award for Best Use of Video. Mike has an ability to self manage with an acute understanding of our brand's aesthetic and voice, making for a seamless production process.

Monique Knoblanche - Video and Creative Manager, Realestate.com.au

“

I've worked with Mike Metzner on a number of campaigns, most notable being VEVO's Australian LIFT series. Mike demonstrated his versatility in overseeing a diverse range of productions, including; partnership pre-rolls, live performance clips and documentary content. The VEVO Lift campaign was incredibly successful at engaging our target youth demographic whilst subtly integrating the brand ethos of our participating sponsor – Ford Fiesta.

Mat Anastasi - Group Business Director, Mediacom (formerly at Authentic Entertainment)

“

Mike has crafted a series of videos which capture the true essence of exactly what the Blue Illusion brand stands for. Working with a team that keeps the interests of the brand at the core of the idea, Mike has created some amazing results.”

Donna Guest - Founder, Blue Illusion

“

We are a fast-fashion lifestyle content agency that relies on Mike's experience in turning around quality video content. His insight in capturing content, attention to detail and respect to deadlines makes him a standout. Understanding the outcome of his work, Mike's work is on trend, dynamic and engaging, plus he always goes above and beyond to exceed our expectations.

Rose Pengelly - General Manager, The ARC Factory

3.

Michael Metzner

Creative Producer/Director

mike@mikemetzner.com

+61 (0) 410 548 873

<https://mikemetzner.com>

2018 - Present • Freelance • **Creative Producer / Director**

2004 - 2018 • Snapper Screen Productions Pty Ltd (t/a Good Cop Bad Cop from 2015) • **Founder/ Creative Producer / Director**

Boutique production studio in Melbourne, creating high-end content for brands, agencies, media platforms and government departments.

Featured experience:

2018 • Abercromby's Aim True • **Producer / Director / Editor**

Cinema commercial & on-line series • Client: Abercromby's Real Estate

2018 • BONDS Tech Undies ft. Dustin Martin • **Producer / Post coordinator**

Commercial • Client: Bonds

2018 • BONDS Killer Undies ft. Dustin Marti • **Producer / Post coordinator**

Commercial • Client: Bonds

2017 – 2018 • Realestate.com.au • **Exec.Producer / Writer & Director / Editor**

On-line Series • Client: Realestate.com.au

Thirty-two episodes across four series for Realestate.com.au's lifestyle channel - averaging 1.5million viewers per series and nominated for a *Mumbrella Publisher Award for Best Use of Video.

2017 • Sheridan Towel Man ft. Hugh Sheridan • **Editor**

Commercial • Client: The ARC Factory

2016 • Bonds Puffer ft. Fernanda Ly • **Producer / Director / Editor**

Video campaign • Client: Bonds

2016 • Bonds Sport ft. Courtney Eaton • **Producer / Director / Editor**

Video campaign • Client: Bonds

2015 – 2016 • Penfolds • **Exec.Producer, Director, Editor**

Commercial • Client: Penfolds

Promotional content created for Australia's most prestigious wine label to launch bespoke offerings such as its 2008/10 Grange release.

2015 • BONDS 100-year Celebration • **Producer / Director / Editor**

Promotional • Client: Bonds

2015 • Australia Post - Load & Go • **Writer / Director / Editor**

On-line Series • Agency: Isobar • Production: Storylab

A series filmed in Shanghai, featuring Socceroo legend Tim Cahill to promote Australia Post's 'Load & Go' card.

2013 – 2016 • VEVO Lift Series • **Exec. Producer, Director, Editor**

Integrated Campaign • Agencies: Blue Hive (Ford)• Authentic Entertainment (VEVO)

Video component of integrated campaign produced for Ford Fiesta - leveraging VEVO's Australian music platform. 30 pieces of content across four series, including; partnership pre-rolls, live performance clips and documentary.

2014 • Telstra 2nd Chance Song- ft. Illy & Megan Washington • **Exec.Prod. / Director / Editor**

Music videos • Client: Authentic Entertainment

2014 • Telstra Road To Discovery ft. Melody Pool • **Director / Editor**

Promotional • Client: Authentic Entertainment

2014 • Sustainable Vic. - Energy Efficiency At Home • **Producer / Director / Editor**

On-line Series • Client: Sustainable Victoria

2013 • Justin Bieber - Acoustic • **Director**

Live performance • Client: VEVO USA

4.

Michael Metzner

Creative Producer/Director

mike@mikemetzner.com

+61 (0) 410 548 873

<https://mikemetzner.com>

ANZ - client stories x 8 • Writer / Director / Editor

2013 • Corporate • Client: The Contenders

2013 • PTV - client stories x 6 • Writer / Director / Editor

Corporate • Client: The Contenders

2013 • Nokia Lumina • Producer

Cinema commercial • Client: Authentic Entertainment

2013 • Birds Of Tokyo - Lanterns • Co-Producer / Director

Live Music Clip • Client: EMI

2012 • Dare Iced Coffee 'Fix It' Challenge • Producer / Post Co-coordinator

3 x Commercials • Agencies: Starcom Mediavest • Production Co: MCM Media

Australia first in which Dare Iced Coffee took over entire prime time commercial breaks with 3-minute TVCs.

2012-15 • Blue Illusion • Exec Producer / Director / Editor

Brand Channel • Client: Blue Illusion

Over 40 pieces of content created for local fashion label Blue Illusion as part of its developing brand channel.

2012 • PTV - Leave Nothing Behind • Director / Editor

Commercial • Client: The Contenders

2011 • Pedigree Underdogs • Co-Producer / Writer & Director

TV / On-line series • Agency: Starcom / Wybin • Production Co: MCM Media

On-line series produced for Pedigree's award winning annual adoption drive, screened as a pilot on Channel 9.

2011 • Monster Pictures • Producer / Post coordinator

Feature Teaser • Client: Monster Pictures

2011 • Fleet Partners - My Car Budget • Co-Producer/Director/Editor

Viral • Client: Fleet Partners

2011 • Bonds - Summer ft. Rachel Taylor • Director / Editor

Video campaign • Client: ARC Factory

2010 • Cool Australia - Enviroweek • Producer / Director / Editor

Commercial • Client: Cool Australia

2010 • Band of Horses - Acoustic • Producer/ Director / Editor

Live performance • Client: Sony Australia

2009-18 • Politix • Editor

20+ Video campaigns • Client: ARC Factory

2009 • No Romeo - Underwear • Director

Commercial • Client: Grid Creative

2008 • Pacific Brands - Comedy Gala • Editor

Commercial • Client: ARC Factory

2005 - 2015 • Victoria Government • Producer / Director / Editor

Documentary / Corporate • Client: Victoria Government

A decade producing documentary and corporate content for the Victorian Government - including the 30-minute documentary 'Our Stories'

2007 • SKII - ft. Cate Blanchet • Director / Editor

Video campaign • Client: Saunders & Co PR

2006 - 2007 • Beyond Blue • Director, Editor

Documentary • Beyond Blue

Documentary content produced for Beyond Blue as part of an indigenous outreach program to some of Australia's most remote NT communities.

5.

Michael Metzner

Creative Producer/Director

mike@mikemetzner.com

+61 (0) 410 548 873

https://mikemetzner.com

2005 – 2008 • Karma Royal Group • Exec Producer / Director / Editor

Commercial/corporate

Commercial and corporate content filmed for an international hotel group throughout: Australia, Indonesia, Thailand, India and the USA.

2003 • Devastations - Can I Take You Home • Co-Producer / Director / Editor

Music video • Client: Shock Records

2003 • Cat Empire - Days Like These • Co-Producer / Director / Editor

Music video • Client: EMI

2002 – 2006 • Melbourne Fashion Festival • Head of Video Content

Management of the video production crew responsible for: event filming, motion graphics creation, post production

2001 – 2003 • Freelance • 1st Assistant Directing

Music Clips (The Whitlams/Pre Shrunk etc) & commercials (Hocking Stuart, Libra etc) for companies such as Propeller & Tribal Media Group

1992 – 1994 • Performing Arts Projects • Production Manager

A theatre company (currently Fly On The Wall Theatre) directed by one of Melbourne's most enduring and distinct theatre voices - Robert Chuter.

1997 – 1999 • Victorian College of the Arts

Bachelor of Film and Television

*Kodak Australia Script Award (1999)

1991 – 1994 • Monash University

Bachelor of Arts (major - Visual Arts, minor - Politics)

Mother's Heart

1997 • Short Drama • Writer/Director/Producer/Editor

- Australian Film Commission Post Production Funding (1998).
- Winner Flying Camera for Best Short Film, 1999 Hanover Int. Film Festival, Germany.
- Los Angeles International Short Film Festival, USA (Sept. 1998).
- The 12th Leeds International Film Festival, UK. (Oct. 1998)
- The BBC British International Short Film Festival, UK. (Sept. 1998).

'Here's Looking at You Kids'

1999 • Short Drama • Producer/Writer/Director/Editor

- Australian Film Institute Distribution.
- Seattle & New York Underground Film Festivals - USA.
- Canadian International Film & Video Festival, 2000. Canada.
- National Student Film Awards. 2000, Sydney, Australia. Finalist Best Experimental Film.

Unfinished Business

1999 • Short Drama • Editor

- Special Commendation for a Short Film - St. Kilda Film Festival 2000 Awards.

Fist A'Cuffs

2001 • Short Documentary • Producer/Writer/Director/Editor

- Melbourne Underground Film Festivals.

References

Mat Anastasi, Group Business Director, Mediacom (formerly at Authentic Entertainment)

Monique Knoblanche, Video and Creative Manager, Realestate.com.au

Rose Pengelly, General Manager, The ARC Factory

*contacts available on request