

MICHAEL HENNESSY RESUME

PERSONAL DETAILS

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MICHAEL HENNESSY Personal Biography

Personal Biography

Michael Hennessy is a Director, Producer, Creative Director, Editor, Writer, Cinematographer, Cartoonist. He has been working in film and television for over twenty years. He has directed countless television commercials. He directed and edited the extreme sports series Not Recommended Behaviour season 5, that aired in 32 countries and was converted into a DVD format for worldwide distribution. His film projects have been released on Amazon Prime and Vimeo on demand worldwide. He currently runs, as a director, producer, creative director filmdesigns.com a full service production company and creative advertising agency where he develops commercial work for clients and film projects for sale and distribution. He can also be found at thedarklaugh.com drawing cartoons. He currently resides in Queensland, Australia. He can be contacted at www.filmdesigns.com

Most Relevant Career Summary

Director / Producer / Creative Director / Editor / Writer Directing, Producing, Filming, Editing, Writing, SFX, Scripting, Storyboards, Client Liason. Motion pictures and commercial Production.	Filmdesigns.com 2011 - Current
Creative Director / Director / Producer / Editor / Writer Directing, Producing, Filming, Editing, Writing, SFX, Scripting, Storyboards, Client Liason.	BMGmedia.tv 2007 - 2019
Director / Founder Directing, Producing, Filming, Scripting, Editing. Film Projects only.	Filmdesigns.com 2011 - Current
Commercial Producer / Director Producing, Directing, Filming, Scripting, Editing.	Southern Cross Ten / Southern Cross Broadcasting October 2005 - 2007
Producer / Director Producing, Directing, Filming, Scripting, Editing.	FilmDesigns Brisbane 2002 - 2005

National Marketing Manager

Advertising Management for all media, Creative Director, Art Director, Scripting, Producing, Directing, Editing.

Meriram – Sunsol, Nu-vit, Soland, Foodcare
National Food Manufacturer
1999 - 2001

Production Manager

Producing, Filming, Scripting, Editing, TVC
Airtime Placement, Client Advertising
Management for all media.

Calibre Studio – Production House
Central Queensland / Brisbane
1994 - 1999

Camera Operator / Editor

Camera Operation, Editing.

RedBack Film Production
Central Queensland
1993 - 1994

Technical skills summary**Software**

- Strong knowledge of operating systems including Windows and Macintosh
- Strong knowledge of the following software for video editing, compositing, graphic design and product layout applications:
 - Complete Adobe Production Suite
 - Complete Red Giant Plug In Suite for Adobe Software
 - Complete Impact Film Plug In Suite for Adobe Premier
 - Element 3d Plug In Suite for Adobe After Effects
 - Adobe Premiere – editing applications
 - Adobe After Effects – compositing, colour grading, effects, editing applications
 - Adobe Audition – audio editing and design, includes associated plugins
 - Adobe Photoshop – graphic design, logo and editing component applications.
 - Adobe Indesign – page layout applications for large print based documents.
 - Adobe Encore – encoding for DVD, Blue Ray
 - Avid Liquid Pro – editing applications
 - Avid Xpress Pro – editing applications
 - Avid Media Composer – editing applications
 - Pinnacle Liquid Silver – editing applications
 - Pinnacle Commotion Pro – compositing, colour grading, editing applications
 - Lightwave 3d – 3d animation, compositing, effects applications
 - Adobe Illustrator – graphic design, final product layouts, logo design and components for editing applications
 - Adobe Acrobat – PDF secure and unsecure document creation, interactive audio and vision PDF applications, web and image ready applications.
 - Acid Pro – audio applications sound components for editing, also radio, CD and DVD
 - Sound Forge – audio applications sound components for editing, SFX, also radio, CD and DVD
 - Draco Video Editing System – editing applications
 - Casablanca Video Editing System – editing applications
 - Vegas Pro – editing applications
 - Scenarist – DVD Authoring
 - DVD Architect – DVD Authoring
 - Mpegable Suite - 3G Mobile Phone Content Authoring
 - Familiarity with software packages: Cakewalk, Final Cut Pro

Filming / Camera Operation

- Strong operational understanding of professional film, video cameras and SLR film and digital still SLR camera's,
- Extensive operational experience with the following models:
- RED Camera Systems
- Panasonic Lumix GH4, GH5, GH5S, S1
- Canon C300 MKII
- Kessler Crane Systems
- DJI Ronin Stabilizer
- Go Pro Camera's and Systems
- Canon XLH1
- Sony SX Betacam
- Sony Digital BETACAM
- Sony Betacam
- Sony SP BETCAM
- Sony DSR 200AP DVCAM
- Sony DSR 250P DVCAM
- Sony DSR 300AP DVCAM
- Sony DSR 500WSP DVCAM
- Canon XL2 DVCAM
- Canon XL1 & XL1s DVCAM
- Sony DSR PD150P DVCAM
- Sony Supercam Series SVHS

BUSINESS EXPERIENCE



BMGmedia.tv

Creative Director / Director – Bundaberg / Hervey Bay Oct 2007 – 2019

BMGmedia.tv a full service advertising agency, the largest in wide bay. Provided all advertising services from concept to completion and bookings for all media.

The role of a Creative Director / Director within the Wide Bay region, that includes Bundaberg and Hervey Bay, is to provide an effective client liaison service that results in gathering all information necessary, including budget proportions, to produce an effective commercial campaign across all media. Supervising and conducting all pre-production, production and post-production on the commercial as well as developing a comprehensive advertising campaign across all suitable media. Presenting the commercial to the client for final approval and then monitoring the campaign progress.



BMGmedia.tv

Creative Director / Director – Bundaberg / Hervey Bay Oct 2007 – Current

Responsibilities

- High level of client liaison and communication skills, in order to gather information necessary to complete commercial and develop a relationship with the client for ongoing production and advertising campaigns.
- Maintain existing production client base
- Manage and maintain all marketing assets and internal / external client marketing submissions
- Manage clients marketing plans for specific brands
- Manage clients invoicing for marketing submissions
- Manage clients advertising budgets, including associated invoicing
- Manage individual costs for each commercial to ensure total production costs were maintained within the allocated commercial budget.
- Copywriting and editing all scripts for commercials produced
- Producing all aspects of commercial production, including talent casting, prop acquisition, location bookings, additional camera equipment required for individual commercials etc.
- Directing of talent, additional camera operators, lighting for each individual commercial.
- Maintain and operate all video camera equipment for the duration of filming the commercial
- Operate and maintain all aspects of post production including capturing footage, maintaining all dub requirements, editing components required for edit eg. Graphics, photos, 3D models etc., editing commercial, colour grading, de – interlacing and frame rate alteration, compositing, applying effects through additional software packages while maintaining the commercials intended look and appeal. Communication with audio post production personnel for each commercial's specific audio requirements eg. jingles, SFX, character voices etc. again to ensure the commercial is produced to the required budget.
- Preparing the commercial formats for client approval via online, ftp, email, or mobile phone applications
- Presenting commercial formats to client and getting final approval from client for commercials and campaigns produced.
- Transmitting, uploading, paxing, final commercial in required format for airplay.
- Managing, booking, invoicing and monitoring all media schedules and campaigns across all media.

Main Accomplishments

- Producing Go North TV / Viral / Campaigns that achieved national exposure on The Gruen Show

- Maintaining high sales figures for over 11 years for Car Dealerships with 13 individual brands
- Maintaining client relationships for multiple clients for over 11 years



Filmdesigns.com

Director / Founder –

2011 – Current

Filmdesigns.com was rebranded to focus on producing independent film projects for sale and distribution. While still maintaining commercial production clients.

The role of a Director / Founder was to create a fanbase focused on participating in ongoing productions. To create and complete motion picture productions from concept to completion.



Filmdesigns.com

Director / Founder –

2011 – Current

Responsibilities

- High level of fan / customer liaison and communication skills, in order to gather information necessary to develop a relationship with the fans / customers for ongoing productions.
- Maintain existing fan base.
- Supervise / Manage and maintain all social media and marketing assets
- Manage project marketing plans
- Manage advertising budgets, including associated invoicing
- Manage individual costs for each production to ensure total production costs were maintained within the allocated budget.
- Writing and editing all scripts for productions produced

- Producing all aspects of commercial production, including talent casting, prop acquisition, location bookings, additional camera equipment required for individual commercials etc.
- Directing of talent, additional camera operators, lighting for each production.
- Supervise / Operate and maintain all aspects of post production including capturing footage, maintaining all dub requirements, editing components required for edit eg. Graphics, photos, 3D models etc., editing commercial, colour grading, de – interlacing and frame rate alteration, compositing, applying effects through additional software packages while maintaining the commercials intended look and appeal. Communication with audio post production personnel for each commercials specific audio requirements eg, jingles, SFX, character voices etc. again to ensure the commercial is produced to the required budget.
- Preparing the formats for release via online, ftp, email, or mobile phone applications
- Transmitting, uploading, paxing, productions in required format for distribution
- Managing, booking, invoicing and monitoring all distribution schedules and campaigns across all media and networks

Main Accomplishments

- First film release for Filmdesigns.com 2018 Quarter 1 - Zombie Road finished and completed with all required assets Trailer, online posters, art poster, finished film.
- Zombie Road distributed in UK and USA via Amazon Prime.
- Zombie Road distributed online via Vimeo on demand.
- Developed projects for release for 2018 / 2019
- Filmdesigns.com rebranded and relaunched acquiring new ongoing fanbase



Southern Cross Broadcasting / TEN

Commercial Producer / Director – Bundaberg / Hervey Bay

Oct 2005 – Current

Southern Cross Broadcasting / TEN delivers a common programme stream to consumers along the eastern seaboard, is able to localise news, advertising and some programming by market. Southern Cross TEN operates in Queensland, NSW and Victoria and has a presence in every major regional centre in the eastern states of Australia.

The role of a Commercial Producer / Director within the Wide Bay region, that includes Bundaberg and Hervey Bay, is to provide an effective client liaison service that results in gathering all information necessary, including budget proportions, to produce an effective commercial from scratch. Then conducting all pre-production, production and post-production on the commercial. Upon completion presenting the commercial to the client for final approval and then transmitting / uploading for Airplay.



Southern Cross Broadcasting / TEN

Commercial Producer / Director – Bundaberg / Hervey Bay

Oct 2005 – Current

Responsibilities

- High level of client liaison and communication skills, in order to gather information necessary to complete commercial and develop a relationship with the client for ongoing production
- Maintain existing production client base
- Achieve target production sales quotas
- Manage individual costs for each commercial to ensure total production costs were maintained within the allocated commercial budget.
- Copywriting and editing all scripts for commercials produced
- Producing all aspects of commercial production, including talent casting, prop acquisition, location bookings, additional camera equipment required for individual commercials etc.
- Directing of talent, additional camera operators, lighting for each individual commercial.
- Maintain and operate all video camera equipment for the duration of filming the commercial
- Operate and maintain all aspects of post production including capturing footage, maintaining all dub requirements, editing components required for edit eg. Graphics, photos, 3D models etc., editing commercial, colour grading, de – interlacing and frame rate alteration, compositing, applying effects through additional software packages while maintaining the commercials intended look and appeal. Communication with audio post production personnel for each commercial specific audio requirements eg. jingles, SFX, character voices etc. again to ensure the commercial is produced to the required budget.
- Preparing the commercial for client approval via online, ftp, email, DVD or 3G mobile phone applications
- Presenting commercial to client and getting final approval from client for commercials produced.
- Transmitting, uploading, paxing, final commercial in required format for airplay.

Main Accomplishments

- Station Budget Achievement Award 2004 - 2005
- Most Over Budget Achievement Award 2005 – 2006 for entire eastern seaboard
- Record over budget month 273% February 2006
- Record over budget month 711.2% March 2006 for entire eastern seaboard
- Queensland Media Award Winner 2006 for Best Low Budget TV Commercial – Mattress Mega Store – Testing
- Aided in the Sales team acquiring largest individual client for the wide bay region at the time – RUSH clothing by producing new TVC Branding Image Commercials, achieved by personal knowledge of branding, animation and personal contacts with Xtreme sports footage suppliers.



Filmdesigns - Brisbane

Director / Producer 2002 – 2005

FilmDesigns is a production bureau primarily focused in producing creative advertising and entertainment content for Television, DVD, Web and 3G Mobile Content.

The role involved maintaining productive long term client relationships and new business development. It also required the development of modern creative and effective conceptual ideas for clients that included new forms of visual media eg. Viral web advertising, 3G mobile phone content as well as the normal TV, DVD, online visual mediums.

Responsibilities

- Develop new business opportunities from individual clients and agency clients
- Maintain existing client base from individual clients and agency clients
- High level of client liaison and communication skills, in order to gather information necessary to complete production and develop a relationship with the client for ongoing production
- Develop creative and effective conceptual advertising ideas for all cross platform media
- Copywriting and editing scripts, storyboarding for specific production where required
- Direct talent, lighting, camera operation on all production
- Direct all aspects of post production including preparation of components required for edit eg. Graphics, drum scanned photos, 3D models etc., editing commercial, colour grading, de – interlacing, frame rate alteration, compositing, applying effects through additional software packages while maintaining the commercials intended look and appeal. Communication with audio post production personnel for each commercials specific audio requirements eg, jingles, SFX, character voices etc. again to ensure the commercial is produced to the original conceptual idea.
- Preparing the commercial for client approval via online, ftp, email, DVD or mobile applications
- Presenting commercial to client and getting final approval from client for commercials produced.



Filmdesigns - Brisbane

Director / Producer 2002 – 2005

Main Accomplishments

- Directed, Produced and edited majority of content for 13 x 26 minute episode MTV style Xtreme sport series – NRB Not Recommended Behaviour which was broadcast on Fox sports in Australia and 32 countries worldwide.
- Directed, Produced and Edited – MTV style Xtreme sports DVD – NRB Not Recommended Behaviour the Revolution which is currently distributed Australia wide and Internationally by MadMan Entertainment
- Directed and Produced numerous commercials and Music Videos including music videos for Douglas Lord / MoonJuice currently signed with Quicksilver and Meridian Music Record Label for Daniel Jones – ex. Savage Garden; and the band Mahala – Life without a ceiling, audio produced at PSI – FI studios with Audio Engineer / Producer Chris Neehouse, audio engineer on tracks for Powderfinger, The Go-betweens, Palladium, Polyvinyl, Love Lies Bleeding, Resin Dogs to name a few.



Meriram – Sunsol, Nu – Vit, Soland, Foodcare
National Marketing Manager 1999 – 2001

The role I held with Meriram was as National Marketing Manager. This was based in Brisbane and required constant liaison with National Buyers for Coles, Woolworths, Franklins, IGA, Kmart and independent buyers nationwide, which involved regular travel to Melbourne, Sydney.

The role of National Marketing Manager for Meriram had a heavy sales and design focus, through all five major national brands which included over 2000 individual product lines. Working in conjunction with the CEO and National Manager new and existing products were developed inline with a new established brand awareness campaign for each of the five national brands and then released and distributed to the marketplace.

Responsibilities

- Develop Brand Awareness campaigns for all five National Brands.
- Direct the applications for each Brand Awareness campaign through all forms of media TV, Radio, Print, email, Websites and Packaging.
- Develop effective and creative conceptual advertising and design concepts for all Brands and individual products.
- Direct, Produce and oversee all aspects of Marketing and Advertising production for all Brands – product development, packaging, brand selection, brand management, copywriting, design, commercial production, radio production, jingles, P.O.S. material, national consumer competitions, print production etc.

Main Accomplishments

- Re – Design of Nu – Vit Brand film packaging which resulted in new and increased ranging Australia wide through Coles & Woolworths.
- New Print advertising campaign for Nu – Vit product physllium husk which resulted in 500% to 700% increase in product sales over the two month campaign period and a continued increased sales margin of 400% after campaign had ended.
- Re – Design of Sunsol Brand film packaging which resulted in new and increased ranging Australia wide through Coles, Woolworths, Franklins and Bi – Lo
- Re – design of Sunsol Muesli Box Packaging that resulted in new ranging in Coles, Woolworths.



Calibre Studio

Production Manager 1994 – 1999

The role involved organising and co-ordinating all aspects of commercial production as required. Organising commercial production, maintaining clients advertising budgets for TV, Radio and Print.

Responsibilities

- Copywriting and editing scripts, storyboarding for specific production where required
- Organise the production of airtime proposals for client TVC's, arrange approval and bookings for approved spots.
- Produce, direct talent, lighting, camera operation on all production
- Operate all aspects of post production including dub requirements, editing commercial, Communication with audio post production personnel for each commercials specific audio requirements eg, jingles, SFX, character voices etc.
- Maintain all video camera equipment, operate Camera equipment on majority of productions

Achievements

- Operated as a News Stringer for channels 7, 9,10 and ABC



RedBack Film Production

Camera Operator / Editing 1993 – 1994

My Role with RedBack Film Production was primarily Camera Operator and Editor.

Responsibilities

- Operate and maintain camera equipment on commercial and news productions.
- Editing commercial productions as required
- Maintaining Commercial Dub Requirements.

Licenses & Certifications

David Lynch Creativity & Film Masterclass Masterclass Inc.	2019
Martin Scorese Filmmaking Masterclass Masterclass Inc.	2019
Ron Howard Directing Masterclass, Masterclass Inc.	2019
Griffin Hammond - Shooting Documentary Short Films - Creativelive	2018
Spike Lee Independent Filmmaking Masterclass, Masterclass Inc.	2018
Werner Hezog Filmmaking Masterclass, Masterclass Inc.	2017

Referees :

- Brian Barret: Director, Producer
Mobile: +61 417 921 747
- Chris Neehause: PSI – FI Studios - Audio Engineer, Producer
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