

JAMES VASS

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jamesvass.com
+61 424 087 050

Resume

— PROFILE

Highly experienced and educated (Masters in Arts & Production), data-led creative with expertise in leading creative teams across content production and development & creative strategy. Proven experience in leading cross-platform delivery, stakeholder management project management and workflow optimisation in large-scale organisations.

What I'm looking for

- > Leading the creative development of large scale, exciting creative projects within a team-based environment
- > A role within in a creatively inspiring organisation
- > The opportunity to mentor team members through a management role
- > Managing and guiding teams through complex and ambiguous projects.
- > Future opportunities to grow and developing into more senior role within the organisation

Skills

- > Creative directing – Creating and maintaining cohesive creative guidelines involving tone of voice, style, pacing and structure to execute content strategies and objectives
- > Understanding audience behaviour to influence content decisions and strategy
- > Project management – Leading delivery by translating complex campaign requirements into actionable tasks for cross-functional production teams within deadline driven environments
- > Stakeholder management – Extensive history of collaborating with editorial and commercial stakeholders across the media entertainment industry
- > Team leadership - Performing thorough quality assurance and feedback of creative team output

EXPERIENCE

— Digital Post Producer *Endemol Shine January 2021 – Present*

Currently leading the Endemol Shine Digital division by ideating digital formats, overseeing the output and project managing the team to deliver premium exclusive content for multiple BVOD platforms like 10 Play, 7plus, 9Now and ABC iView.

Key Achievements

- > Developed and implemented a digital-first framework for identifying pivotal moments from reality TV rushes to produce digital packages that complement broadcast programming
- > Overseeing and executing the creative of a broad range of digital content across multiple network TV shows simultaneously (Married at First Sight, Survivor, Big Brother and MasterChef and more)
- > Project management – Streamlined the workflow of the digital department, solely forming delivery timelines and creating individual post-production schedules for each member of the team
- > Meticulous attention to detail – Providing feedback to the offline editors before executive producer approval and to the Online editors before network delivery for over a hundred hours' worth of content

Responsibilities

- > Managing Video Editors while providing feedback and direction
- > Creating delivery schedules and allocating resources to ensure video packages are delivered to networks on time
- > Collaborating with Executive Producers about the editorial direction for scenes where required
- > Collaborating with main show Post-Producers to inform the production of digital bonus scenes
- > Producing and editing complete video packages
- > Liaising with the legal division for clearances of archive material



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EXPERIENCE

— Digital Content Creator *Seven West Media 2019 - 2020*

Produced, filmed, edited and animated bespoke long and short-form video content for Channel 7's digital platforms including 7Plus, Facebook, Instagram and Tik Tok.

Key Achievements

- > Utilised audience analytics from previous seasons to single handedly develop and execute the video content strategy for House Rules social media platforms, resulting in a 19% growth in engagement on Facebook YoY
- > Reformed the entire media management system of the digital division and created various protocols and guidelines to optimise team productivity

Responsibilities

- > Created video content for major Seven Productions such as My Kitchen Rules, Home & Away, Zumbo's Just Desserts, The Real Full Monty and Pooch Perfect
- > Scripted, produced, filmed and directed network talent such as Jamie Durie and show contestants
- > Produced and ran livestreams on Facebook to promote various shows
- > Collaborated with internal stakeholders to create a digital strategy and content plan
- > Managed junior editors

EDUCATION

- University of Technology Sydney
- > 2015 - Master of Media Arts and Production
- > 2014 - 2015 - Graduate Diploma in Media Arts and Production
- > 2011- 2013 - Bachelor of Arts in Communication (Information & Media) Screen Studies Sub-Major

— Video Editor/ Producer *Ten Alphas 2018 - 2019*

Worked across a diverse range of roles across the entire process of video production.

Key Achievements

- > Head of Post-Production - The lead video editor while simultaneously in charge of file management, export, delivery and online distribution
- > Nominated for Best Editor and Best Soundtrack at the 2018 Moonwhite International Film Festival
- > Assistant tutor for video editing at the Australian Film Television and Radio School (AFTRS)

Responsibilities

- > Video editor for short films, crowd-funding and charity campaigns, events, promotions and trailers
- > Client services - Built strong relationships and communication channels with key clients at all stages of the campaign
- > Managed editors and freelance videographers
- > Coordinated shoots, compiled call sheets, edited scripts, sourced talent and locations, shot with DSLR cameras and recorded sound

REFERENCES

Available upon request



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