



BROOKE LAGANA

PRODUCER

Brooke couples her love for visual story telling with incredible people and problem solving skills. A self-starting creative who produces from ideation through to delivery, tracking budgets and schedules while maintaining strong crew and client relationships. Brooke encourages a positive, communicative and collaborative environment, with the objective always being to deliver high-quality, on-brief content that is both shareable and memorable.

CONTACT

64 Temple Sheen Road,
East Sheen
SW14 7QG

Ph: 07308191321

brooke.lagana@gmail.com

LINKS

www.brookelagana.com

www.linkedin.com/in/brookelagana/

EDUCATION

Queensland University of Technology

Bachelor of Fine Arts, Major
in Film, TV & New Media
Production

Open Colleges

Certificate in Journalism &
Communication

Trinity Anglican School High School Certificate

ATTRIBUTES

Highly PC & Mac Literate
Creative Problem Solver
Equipment Knowledge
Directing Experience
Interpersonal Skills
Confident Speaker
Natural Multitasker
Strong Negotiator
Highly Organised
Visually Creative
Lateral Thinker

EMPLOYMENT HISTORY

Creative Content Producer, Leo Burnett

Oct 2018 - Oct 2019, Sydney

- End-to-end management & coordination of Diageo, Suncorp, Craveable, Samsung & GIO content across Instagram, Facebook, Twitter and Youtube from brief through to despatch
- Involvement in ideation, script, treatment & casting
- Estimation, formal budgets, generation PO's, processing invoices & budget reconciliation
- Concurrent budget & schedule tracking including all shoot & travel logistics
- Diary management of Art Directors, Copywriters, Social Media Coordinators, Account Services & Business Directors
- Liaise with external resources & vendors

Production Manager, World Nomads

Sep 2018 - Oct 2018, Sydney (FTC)

- Coordinate international travel
- Manage the upload, copy, hashtags and licensing of all YouTube content
- Festival & award submissions
- Coordinating transcription & captioning

Content Producer, Freelance

Jul 2012 - Oct 2018, Australia Wide

- Production Management & Field Producing for TVC, social, corporate, fashion, & reality. Clients include Eurovision, RSPCA, Lenovo & Adidas. Liaising with independent vendors & processing invoices

Content Producer, SBS Australia

Sep - Oct 2018, Sydney (FTC)

- Produce all promotional content for Food Network & Viceland channels week-to-week
- Coordinate VO sessions, edit packages in PremierPro & After Effects
- Upload for classifiers & despatch for broadcast
- Coordinating transcription & captioning

SKILLS

PO, Estimate & Invoicing
Production Management
Production Coordination
Social Trend Forecasting
Production Paperwork
Pre & Post Workflow
Client Relationships
Diary Management
Adobe PremierPro
Treatment Layout
Budget Tracking
Travel Logistics
Google Drive
Art Direction
Scheduling
Budgeting
Licensing
Ideation

NOMINATIONS

Best Production Design (Art Director) QNFA 2013

Best Documentary
(Producer) QNFA 2013

ACHIEVEMENTS

The One (Short Doco)
recognised by the
Australian Red Cross &
local high schools

I Never Chose This (Short Doco) exhibited at the Australasian HIV/AIDS & Sexual Health Conference 2013 & 2014

FILM CREDENTIALS

On request

REFERENCES

On request

Creative Producer, 3rd Space Communications

Feb - Jul 2018, Sydney (FTC)

- End-to-end management & coordination of LinkedIn, News Limited, TAFE Enterprise, taste.com, Rabo Bank & Globus social, digital & internal content. Involvement in ideation, script, treatment & casting
- Diary management of CEO, ECD, Business Director, Digital Director & Editor
- Concurrent budget & schedule tracking, including all shoot & travel logistics, liaise with external resources & vendors. Estimation, formalising budgets, generation PO's, processing invoices & budget reconciliation

Producer, Symmetry Media

Jun - Sep 2017, Sydney (FTC)

- End-to-end management & coordination of Cochlear and Johnson & Johnson social, digital & internal content. Involvement in ideation, script & treatment. Concurrent budget & schedule tracking, including international shoot & travel logistics. Diary management of Founders, Directors & Editors, liaise with external resources & vendors. Estimation, formalising budgets, generation PO's, processing invoicing & budget reconciliation. Coordinating transcription & captioning

Production Co-ordinator, iTV

The Voice SE06, Australia (FTC)

- Co-ordinating wardrobe department. Schedule & paperwork management. Liaising with other PC's, PM's & Runners

Production Manager, Virgo Productions

Jan - Dec 2012, Brisbane

- Design & distribution of Electronic Press Kits. Management of premier & press events, festival & award submissions. PA to busy & reputable documentarian & Executive Producer

Producer, Wyhldfish Productions

Aug 2016 - Jun 2017, Sydney (FTC)

- End-to-end management & coordination of corporate & internal content. Involvement in ideation, script & treatment
- Diary management of Founders, Directors & Editors, liaise with external resources & vendors. Concurrent budget & schedule tracking, including shoot & travel logistics
- Estimation, formalising budgets, generation PO's, processing invoicing & budget reconciliation Clients include

Broadcast Production Manager, BWM Dentsu

Feb 2015 - Aug 2016, Sydney

- TVC, radio & online content for Toyota Australia. Coordinate VO & edit sessions. Concurrent budget & schedule tracking. Estimation, PO's & invoicing. Upload for classifiers & despatch for broadcast.