

# SERENA RETTENMAIER



PRODUCER/LINE-PRODUCER/PRODUCTION MANAGER/AGENCY PRODUCER

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>> *Television Commercials*  
>> *Casting*  
>> *Event Management*

>> *Feature Films*  
>> *Documentaries & Distribution*

>> *VFX & Post Production*  
>> *DVD Production*

## TELEVISION COMMERCIALS TVC's 2023 - 2004

### McFly Films

Cocobella Director: Jono Nyquist Producer

### KOJO Studios

Google I/O for Canva Director: Peter Novosel (US) / EP: Mark Howarth Producer

### Ogilvy Productions

NSW Health - Childhood Immunisation Director: Jono Nyquist Producer  
NSW Health - Hearing Health Director: Jono Nyquist Producer  
NSW Health - Various Productions Various teams Agency Producer  
Effies Awards x 8 8 x Creative teams making 8 x 3min Case Studies Producer  
Transport for NSW Speeding Director: Newman Sorrenson Producer  
GIO Director: Newman Sorrenson Producer  
Amex Director: Dylan Harrison / Prod: Josh Jenkins Production Manager  
Motocap Director: Peter Bloomfield / Prod: Josh Jenkins Production Manager  
NSW Vaccinations Director: Dylan Harrison / Prod: Josh Jenkins Production Manager  
KFC Bucket Director: Peter Bloomfield / Prod: Caeley Wesson Production Manager  
Coke 'Meals' Director: Will Horne Producer  
KFC Taste (Outback) - Birdsville Director: Jono Nyquist / Prod: Alex Tizzard Production Manager  
Coca Cola Life Director: Peter Bloomfield / Prod: Leilani T. Production Manager  
Huggies Director: Nick Robertson / Prod: Leilani T. Production Manager  
Optus Producer: Cassie Floriano Production Manager  
Sunsense Producer: Chloe Noble Production Manager  
Powerade Producer: Chloe Noble Production Manager

### Heckler

Quilton Director: Simon Rippingale / EP: Carlos Zalapa Producer  
Burnet Institute (Melb) Director: Tim Kindler / EP: Dave Kelly Producer  
Lasoo Director: Josh Logiue / EP: Will Alexander Producer  
DISER Director: Josh Logiue / Prod: Johnny Grealley Production Manager  
Wilkins Water Director: Simon Harsent / Prod: Johnny Grealley Production Manager  
NRMA, AGL EP: Will Alexander Producer  
KIA Dir: Simon Harsent Producer  
Masters Director: Rocky Morton Producer  
RAMS Home Loans Director: Perry Westwood / Prod: Johnny Grealley Production Manager  
Gatorade 'Fuelling the Future' Dir: Justin McMillan / Prod: Johnny Grealley Production Manager  
Toyota Corolla Dir: Justin McMillan/Prod: Johnny Grealley Production Manager  
SK-II Festive 14 Dir: Toby Pike / Prod: Johnny Grealley Production Manager

### The Sweetshop

Westfield Xmas Director: Kate Halpin / Prod: Stu Giles Production Manager  
Sydney Uni - Part 1 and 2 Director: Paul Nevison / EP: Greg Fyson Production Manager  
HCF Cosplay Director: Louis Sutherland / Prod: Sarah Nichols Production Manager  
CBA Ct: Tony Whyman Production Manager

### Emotive Content

ATC Spring Carnival	Director: Pete Moore (Prod Producer: Adam Eden)	Agency Producer
Optus Samsung	Director: Paul Middleditch / Prod: Peter Masterton	Agency Producer
Transport NSW: Station Link	Directors: Zane and Rory Pearson	Producer / Agency Producer
Hello Fresh Series	Director: Andrew Cameron	Producer / Agency Producer
Optus Usain Bolt (Melb)	Director: Zane Pearson	Producer / Agency Producer
DJ's 100th Anniversary	Director: Zane Pearson / Producer: Cara Logue	Production Manager
Virgin Mobile	Director: Zane Pearson	Producer

### Collider Films

Macca's Recruitment	Director: Dylan Duclos / Prod: Mel Weinman	Production Manager
Woolworths	Director: Jack Naylor / Prod: Mel Weinman	Production Manager
AVEO	Director: Dylan Duclos / Prod: Mel Weinman	Producer
NSW Transport - Light Rail	Director: Caleb Mountjoy	Producer
Shell 'Rimula Hard Working'	Director: Patrick Fileti/Prod: Hamish Roxborough	Production Manager
Claratyne 'Maid of Honour'	Director: Gemma Lee/Prod: Johnny Greally	Production Manager

### Finch

TAB	Director: Jae Morrison / Prod: Amy Dyson	Production Manager
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### Revolver

Seafood Industry Australia	Director: The Glue Society / Prod Marge McInnes	Production Manager
Koala 'Gumtrees'	Director: Sarah Bishop / Prod: Sarah Nicols	Production Manager

### Pool Collective

Anytime Fitness	Director: Simon Harsent / Prod: Johnny Greally	Production Manager
TAB	Director: Ingvar Kenne / Prod: Cameron Gray	Production Manager
TAB Everest	Director: Matthew Thorne / Line Prod: Topher Dov	Production Manager

### FOXTEL

3 months contract	Producer of Promos and TVCs	Producer
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### Plaza Films

Amazon	Producer: Peter Masterton / Dir: Paul Middleditch	Production Manager
Codral	Producer: Peter Masterton / Dir: Paul Middleditch	Production Manager
QBE	Producer: Peter Masterton / Dir: Paul Middleditch	Production Manager
Furphy	Producer: Peter Masterton / Dir: Paul Middleditch	Production Manager
IKEA 'Scream & 'Tribal'	Dir: Barney Howells / Prod: Kim Kirby	Production Manager
ANZ Barry	Producer: Melissa Weinman	Production Manager

### Flinders Lane

Coles Project Arnie	Producer: Vincent Zimbardi / Dir: Ted Horton	Production Manager
Coles Xmas	Producer: Vincent Zimbardi / Dir: Ted Horton	Production Manager

### //13&CO

Myer Summer, Winter, Autumn	Director: Patrick Fileti	Producer
Bonds	Director: Pete Moore / EP: Roy De Giorgio	Production Manager
McDonalds	Director: Pete Moore / EP: Roy De Giorgio	Production Manager

### Jungleboys

TAB	Director: Scott Pickett / Prod: Sarah Nichols	Production Manager
My Plates - Various TVCs	Dir: Alethea Jones / Prod: Marge McInnes	Production Manager

### Goodoil Films

Origin Energy	Prod: Marge McInnes	Production Manager
ANZ Home Loans	Prod: Claire Richards / Dir: Fiona McGee	Production Manager

### Rotor Studios

Toyota RTOA Online	Prod: Richard Halsted	Production Manager
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### **Resolution Design**

Lights, Camera, Actor Promo Director: Tim Dyroff / EP: Kent Boswell Producer  
Big W 'Back to School' Director: Tim Dyroff / EP: Kent Boswell Producer  
Lend Lease Barangaroo Director: Tim Dyroff / EP: Johnny Greally Production Manager

### **Rabbit Content**

Sekisui House Director: Pete Moore / Prod: Marcus Butler Production Manager  
Southern Comfort Director: Jesse James McElroy / Prod: Greg Fyson Production Manager

### **Brand & Story**

Qantas Creatives: Josh Whiteman & Paul Chappell Production Manager  
Prod: Johnny Greally

### **Orinoco**

Tafe NSW 1-3 Director: Nick Robertson / Prod Johnny Greally Production Manager

### **Cadence**

NRL & State of Origin Dir: Justin McMillan/Prod: Johnny Greally Production Manager

### **Druga5**

Qantas Dir: Justin McMillan / Prod: Helen Morahan Production Manager

### **The Feds**

Sinker Dir: Josh Logue / EP: Michael Cook Producer  
Radiation Oncology Dir: Henry Zalapa / EP: Michael Cook Producer  
Traveller.com Dir: Kacie Anning / EP: Michael Cook Producer  
Hungry Jacks, Pretty Shady, Nandos Dir: Josh Logue / Prod (US): Yvonne Ortiz Production Manager

### **Sheepish Lion**

Otrivin Dir: Ken Lambert / Prod: James Schulz Production Manager  
Foxtel 'Chris Hemsworth' Dir: Ken Lambert / Prod: James Schulz Production Manager  
Foxtel 'Disney Promo' Dir: Ken Lambert / Prod: James Schulz Production Manager  
Etihad (Facilitation for Rogue UK) Dir: David Edwards UK / Prod: Emma Thompson Production Manager

### **Playbig**

NRMA Dir: Rey Carlson / Prod: Caroline David Production & Location Manager  
CBA 'The Wallet' Dir: Rey Carlson / Prod: Caroline David Production Manager

### **Film Graphics**

Telstra Dir: David Denneen / Prod: Anna Fawcett Production Manager

### **Resolution Design**

Big W 'Back to School' Dir: Tim Dyroff / Prod: Johnny Greally Production Manager  
Kmart II 'Bom Bom' Dir: Tim Dyroff / Prod: Johnny Greally Production Manager

### **George Patterson Y&R / Studio 35**

CBA Prod: Elisa Maine Agency Production Manager

### **George Patterson Y&R**

Transport of NSW - Shane Jacobsen Dir: Clayton Jacobson / Prod: Kilou Picard Agency Production Manager

### **FSM**

Tourism Australia Dir: Phil Meatchem / EP: Dave Kelly Producer  
Pfizer S26 Junior Dir: Emile Rademeyer & Andreas Wanda Producer

### **AMVI**

Kinder Surprise 'Give Back' and 'Play' Dir: Arni Thor-Jonsson/LA / Prod: Annie Kinnane Production Manager

**Airbag Productions Melb**

Weight Watchers 'Happy Start'	Dir: Adrian Bosich / Prod:Helen Morahan	Production Manager
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**Chief Entertainment**

Telstra 'It's a Big Deal'	Ct: Julie Duff / Melissa Pace	Producer
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**Alt VFX**

Pepsi Nex Dinosaurs 'Brand' & 'Nex'	Dir: Toshiyuki Yagi / Prod: Johnny Grealley	Production Manager
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**Radical Media**

Woolworths	Prod: Holly Alexander	Production Manager
Weight Watchers	Prod: Helen Morahan	Production Manager
Earth Hour	Dir: Ian Fowler/Prod:Helen Morahan	Production Manager

**Photoplay Films**

Scholl Eulactol 'Heel Blam'	Dir: Matt Kamen / Prod: Chris Kamen	Production Manager
Pizza Hut 'Sticky Fingers'	Dir: Matt Kamen / Prod: Chris Kamen	Production Manager
Coco Pops	Dir: Matt Kamen / Prod: Chris Kamen	Production Manager
Pizza Hut Mia	Dir: Matt Kamen / Prod: Chris Kamen	Production Manager

**Fuel VFX**

OPTUS 4G 'Blown Away'	Dir: Paul Butterworth / Prod:Erica Ford	Line Producer
BIG W U Tube Catalogue	Dir: Paul Butterworth / Prod:Erica Ford	Line Producer
BIG W Toy Spectacular	Dir: Paul Butterworth / Prod:Erica Ford	Line Producer
BIG W Toy Spectacular	Dir: Paul Butterworth / Prod:Erica Ford	Line Producer
Aussie Home Loans	Dir: Paul Butterworth / Prod:Erica Ford	Line Producer
Optus	Dir: Paul Butterworth / Prod:Erica Ford	Line Producer/Production Mana
Mini Munchies	Dir: Paul Butterworth / Prod: Johnny Grealley	Production Manager
Wrigleys Extra	Prod: Johnny Grealley / Celia Nicholas	Production Manager

**The Otto Empire**

U Bank	Prod: Jo De Fina	Production Manager
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**Z Space**

Department of Industry & Investment	Dir:Ken Smart / Prod: Ange Smart	Production/Location Manager
ABC Relaunch	Dir:Ken Smart / Prod: Ange Smart	Dir:Ken Smart / Prod: Ange Sm

**Flying Fish**

Lucky Lotteries	Prod: Johnny Grealley	Production Manager
Dairy Farmers	Prod: Johnny Grealley	Production Manager

**Prodigy Films**

Sony Bravia	Ct: Luke Copeland	Production Manager
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**FIN Design & Effects**

Mazda	Prod: Anya Kruzmetra	Production/Location Manager
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**Film Construction**

Austar	Prod: Sacha Hodgson	Production Manager
Amber Tiles	Prod: Sacha Hodgson	Production Manager
Wrigleys Dental	Prod: Tom Gibson	Production Manager
ANZ 'Auction'	Prod: Jacqui Gillies / Dir: Matt Palmer	Production Manager
Target 'Toy Sale'	Prod: Jacqui Gillies / Dir: Matt Palmer	Production Manager
Sydney Children's Hospital	Prod: Jacqui Gillies / Dir: Matt Palmer	Production Manager
CBA 'For Me'	Prod: Jacqui Gillies / Dir: Matt Palmer	Production/Location Manager
Symantec	Prod: Jacqui Gillies / Dir: Matt Palmer	Production Manager
Target 'Gift Card'	Prod: Jacqui Gillies / Dir: Matt Palmer	Production Manager
Target Underwear	Prod: Katrina Maw	Production Manager
Target Kids	Prod : Jozsef Fityus	Production Manager
Listerine 'Human Cannon'	Prod: Claire Richards / Dir: Steve Saussey	Production Manager
Nicorette	Prod: Claire Richards / Dir: Steve Saussey	Prod Coord /PM: Emma Thomps

## 8 Commercials

Google	Prod: Nick Kelly / Dir: Jay Topping	Production Manager
Summacare	Prod: Lib Kelly / Dir: Jay Topping	Production Manager
Woolworths	Prod: Matt Barber	Production Manager

## Radical Media

Powerade	Prod: Ian Fowler	Production Manager
Ikea Pack Away	Prod: Ian Fowler	Production Manager
IKEA 'IKEA Clearance'	Prod: Ian Fowler	Production Manager
Channel V	Prod: Johnny Grealley	Production Manager
Foxtel IQ	Prod: Catherine Kerr	Production/Location Manager

## Z Space

Channel 10 'HD 1'	Prod: Michele Turner / Dir: Ken Smart	Production Manager
ABC Identifications -ABC 1 & ABC 2	Prod: Nicky Marshall / Dir: Ken Smart	Production Manager
Aus Networks TVCs	Prod: Nicky Marshall / Dir: Ken Smart	Production Manager
Tourism NSW	Prod: Nicky Marshall / Dir: Ken Smart	Prod Coord /PM: Emma Thomps

## Luscious International

Workplace Agreements	<b>4 years full time: Line Producer, Production Manager, Production Coord, Cast Coord, 2nd AD, Location Scout &amp; Manager</b>	
Jobs.com	Prod: Susie Douglas / Dir: James Holt	Production Manager
Flomax 'Guys'	Prod: Tim Berriman / Dir: Damien Toogood	Production Manager
Nissan 'Tiida'	Prod: Susie Douglas / Claire Davidson LP	Production Manager
Twisties 'Double Twist'	Prod: Susie Douglas / Claire Davidson LP	Production Coord
Peugeot 407 HDi (Broken Hill)	Prod: Andrew Morris/Dir: Richard Gibson	Production Manager
Solo 'The Best'	Prod: Andrew Morris / Dir: Richard Gibson	Line Producer
Maritime NZ	EP: Andrew Morris / Dir: Richard Gibson	Production Manager
Visa International 'Doors' (Perth)	EP: Andrew Morris / Dir: Richard Gibson	Line Producer
Bluescope Steel	Prod: Susie Douglas / Dir: James Holt	Production Manager/Cast Coord
Men's Health Magazine	Prod: Tim Berriman / Dir: Damien Toogood	Production Manager
CBA 'Summer Home Loans'	Prod: Tim Berriman / Dir: Damien Toogood	Production Manager
Coca Cola 'Summer 04' (Byron Bay)	Prod: Tim Berriman / Dir: Damien Toogood	Production Manager
Thuraya Mountain (Brisbane/GC)	Prod: Sacha Hodgson - Facilitating	Production Coordinator
Target 'Women's Underwear'	Prod: Tim Berriman / Dir: Damien Toogood	Production Manager
McDonalds 'Deli Choices'	Prod: Sacha Hodgson	Production Manager
Mitsubishi	Prod: Tim Berriman / Dir: Damien Toogood	Production Coord / Location Mgr
Nescafe 'Frappe'	Prod: Tim Berriman / Dir: Damien Toogood	Production Manager

## FEATURE FILMS, VFX & DVD PRODUCTION

### POSITIONS HELD

### VFX Producer, Production Manager, Production Coord, Post Prod Coord VFX Coordinator, PA to Producer & Location Manager

#### 2003

Ned Kelly (Premiere Event)	Working Title Australia / EP: Tim White	Production Coordinator
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#### 2002

Ned Kelly (Feature Film/Pick-ups)	Working Title Australia / EP: Tim White	Production Coord/Location Mgr
The Crocodile Hunter (Feature Film)	Animal Logic / VFX Sup: Chris Godfrey	Visual Effects Producer
The Matrix 2 & 3 (Feature Film)	Matrix 2 Productions & Warner Bros.	PA to Producer Joel Silver

#### 2001 – 2002

Moulin Rouge (DVD)	Bazmark/20th Century Fox / Prod: Holly Radcliffe	Production Manager
Romeo & Juliet (DVD)	Bazmark/20th Century Fox / Prod: Holly Radcliffe	Production Manager
Strictly Ballroom (DVD)	Bazmark/20th Century Fox / Prod: Holly Radcliffe	Production Manager

## 2001

Moulin Rouge (Feature Film)

Bazmark Film & 20th Century Fox  
Producers: Martin Brown & Fred Baron  
Producer/Director: Baz Luhrmann

Post Production Coordinator  
Co-Producer: Catherine Knapman

Moulin Rouge (Feature Film)

Bazmark/20th Century Fox / Prod: Holly Radcliffe Visuals Effects Coordinator

## CASTING

### POSITIONS HELD

### Entertainment & Casting Consultant

## 2000

Barwatch Entertainment

Artist Management

Entertainment Consultant

## 1998 – 2000

RMK Voice Productions

Casting Agency – Managing voices,  
singers, actors & specialty performers

Casting Agent

## DOCUMENTARIES & DISTRIBUTION

### POSITIONS HELD

### Promotions Executive, Assistant Manager, Sales Servicing Coordinator, PA & International Sales Assistant

## 2001

Roadshow Entertainment

Film/Video Distribution & Marketing

Promotions Executive

## 1995 – 1998

JC Media

Documentary Distribution & Production

Sales Servicing Coordinator

## 1995 – 1996

Wild Releasing

Video Distribution & Production

Assistant Manager

## 1995

JC Media

Documentary Distribution & Production

International Sales Assistant

One World Films

Documentary Production House  
Producers, Directors & Distributors

Production Assistant

## EDUCATION & COURSES

### Courses

Public Relations & Media Affairs  
Microsoft Access & Microsoft Word  
Film & Television Production Cert.  
Shotlister Editing Course  
Scriptwriting for Film & Television  
Film Directing  
Filmmaking & Camera Operations

Sydney University  
Drake  
North Sydney TAFE  
Digiteyes, Sydney  
Community College, Ultimo  
Community College, Ultimo  
Community College, Ultimo

### Education

Loreto Kirribilli, Sydney  
Trinity College, Lismore

Marist Brothers, Mosman  
St Philip Neri, Northbridge

## SHORT FILMS/MUSIC CLIPS

Fallujah Short Film (Production Coord)  
Green Eyed Short Film (Producer)  
Urban Krishnas Short Film (Producer/Writer/Editor)  
Kaleidavibe 'Never To Go' Music clip (Prod/Camera/Editor)  
Woolloomooloo The World Beneath - Short Film (Prod/Camera/Editor)

## COMPUTER

Mac & PC literate  
Word, Excel, Filemaker, Access and MYOB experience  
Experience on layouts for presentations in Powerpoint, Google Sheets, Photoshop & Illustrator  
Database design and management experience

## ABOUT ME ...

I've been working in the TV industry since I was 18 in all facets. I love this industry for all that it presents - the creativity, the diversity of work and people and the adrenalin that kicks in when you just have to get the job done under all sorts of pressures. I am great at managing tight deadlines, budget constraints, tricky logistics and all sorts of characters.

I'm a really hard worker. I'm diligent, honest, fair and able to manage crew, agency and client expectations along the way. I have a good knowledge of crew & locations both locally and interstate.

I love to Produce and Production Manage jobs, as both roles compliment each other, expanding my knowledge in production, to enable a more efficient and enjoyable project for all.

I have 3 gorgeous kids and a cheeky voluptuous Staffy, Roxy. In my limited spare time I love building houses with my family, exercise, sunshine, camping, dancing, writing, cooking up a storm, a glass of red and of course fresh oysters! Most importantly... visiting my family in Byron Bay!

## REFERENCES

Josh Jenkins	Executive Producer - Ogilvy	Mob: 0411 877 116
Peter Masterton	Producer - Plaza Films	Mob: 0417 257 735
Sarah Nichols	Freelance Producer	Mob: 0417 442 467
Zane Pearson	Director/CD - Emotive Content	Mob: 0422 056 414
Marge McInnes	Freelance Producer	Mob: 0405 134 007