

ALICIA BUTLER

PRODUCTION MANAGER/ PRODUCTION COORDINATOR/ PRODUCER

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ABOUT ME:

A skilled Production Manager specialising in TVC's, Experiential Advertising and Events for over 15 years. I pride myself on my commitment and professional standards brought to every project, along with my positive energy, clear communication and calm manner.

My greatest strength is in people management and relationship building, fostering trust, collaboration and success on each project. I have experience in all types of shoots; large scale TVC's, music videos, TV series, international facilitation projects, nimble crews or modest budgets, stills photography shoots, short films, social content shoots and projects for corporate clients. I love what I do and feel great satisfaction from the creative problem solving each type of project requires.

Some of my technical knowledge encompasses camera gear and lighting, car shoot requirements, safety and traffic control requirements, location scouting and permitting, working with low loaders and tracking vehicles, large scale set design and model making, specialist costume design, working with children, wig making and prosthetics, underwater filming, stop motion, cast coordinating and filming in NSW, Melbourne and New Zealand.

PROFESSIONAL EXPERIENCE:

July 2018 – Present (July 2025):	Freelance TVC Producer & Production Manager
March 2017 – July 2018:	Production Manager, Plaza Content
November 2014 – March 2017:	Production Manager, Jungle
August 2012 – October 2014:	Production Coordinator/ Production Assistant, Jungle
January 2010 – July 2012:	APAC Summit Producer, GDS Events

A RECENT SELECTION OF WORK:

PROD. CO	CLIENT	PRODUCER	DIRECTOR	ROLE	YEAR
Heckler	FGS Global	Johnny Grealley	Andrei Juradowitch	Prod. Manager	2025
Heckler	TAB	Johnny Grealley	Justin McMillan	Prod. Manager	2025
Rabbit	Sydney Water	Marge McInnes	Craig Rasmus	Prod. Manager	2024
Scoundrel	Minor Figures (Brand Activation)	Alicia Butler	James Dive	Producer	2023
Scoundrel	Coles (Event: Mardi Gras)	Alicia Butler	James Dive	Producer	2023
Collider	Nike	Tom Slater	Versus	Prod. Coordinator	2023
Playtime	The Voice Promo	Tom Slater	James Chapel	Prod. Manager	2021
Scoundrel	Apple	Stu Giles	Tom Noakes	Line Producer	2021
Revolver	Koala	Max Horn	Madeline Kelly	Prod. Manager	2021
Photoplay	Westfield	Tom Slater	Lance Kelleher	Prod. Manager	2021
Scoundrel	ANZ	Morgan Benson-Taylor	Tim Bullock	Prod. Manager	2021
Rabbit	Athena	Marcus Butler	Al Morrow	Prod. Manager	2021
Playtime	Kotex	Tom Slater	Gracie Otto	Prod. Manager	2021
Photoplay	OzHarvest	Tom Slater	Jasmin Tarasin	Prod. Manager	2021
Rabbit	Topo Chico	Marcus Butler	Pete Moore	Prod. Manager	2020
Revolver	NRMA	Sarah Nichols	Dani Pearce	Prod. Manager	2020
Playtime	Myer	Tom Slater	Gracie Otto	Prod. Manager	2020
Flinders Lane	Coles Christmas Retail	Vincent Zimbardi	Ted Horton	Prod. Manager	2020
Rabbit	Telstra Business	Alicia Butler	Daniel Fletcher	Producer	2020
Rabbit	UMG Keith Urban	Lucas Jenner	Lachlan Dickie	Prod. Manager	2020

PROD. CO	CLIENT	PRODUCER	DIRECTOR	ROLE	YEAR
Photoplay	Macquarie University	Tom Slater	Melvin J. Montalban	Prod. Manager	2020
Mister	Bombay Sapphire	Renee Cooper	Mike Williamson	Prod. Manager	2020
Photoplay	TRESemmé	Tom Slater	Gracie Otto	Prod. Manager	2020
Rabbit	Google	Tobias Webster	Lachlan Dickie	Prod. Manager	2020
Rabbit	Square (US Facilitation)	Tobias Webster	Andy Madeline	Line Producer	2020
Rabbit	Universal USA	Alicia Butler	Marcus Butler	Producer	2020
Photoplay	Short Film - Letters	Tom Slater	Melvin J. Montalban	Prod. Manager	2020
Photoplay	Telstra	Tom Slater	Michael Corridore	Prod. Manager	2020
Photoplay	Lipton Kombucha	Tom Slater	Dropbear	Prod. Manager	2020
Photoplay	Neutrogena	Tom Slater	Gracie Otto	Prod. Manager	2020
Foxtel	Foxtel Broadband	Serena Rettenmaier	Karlon Akari	Prod. Manager	2019
Photoplay	Woolworths Rewards	Tom Slater	Dropbear	Prod. Manager	2019
Photoplay	British Paints	Tom Slater	Dropbear	Prod. Manager	2019
Photoplay	NRMA	Tom Slater	Dropbear	Prod. Manager	2019
Alias	Dior OSV Collection Launch	Ali Newling	Dior Creative Team	Prod. Manager	2019
Red Sneakers	Denso (Japanese Facilitation)	Jeremy Brown	Ryohtei Takanashi	Prod. Manager	2019
Albert Park Productions	Samsung (Korean Facilitation)	Mina Cho	Bong Un Jeong	Prod. Manager	2019
Revolver	RACV	Alex Taussig	Stephen Carroll	Prod. Manager	2019
Rabbit	Cherry Ripe	Maury Strong	Rachel McDonald	Prod. Manager	2019
Photoplay	Openshop	Johnny Grealley	Dropbear	Prod. Manager	2019
Rabbit	Circles Life	Rita Gagliardi	Al Morrow	Prod. Manager	2019
Rabbit	Volkswagon	Rita Gagliardi	Craig Rasmus	Prod. Manager	2019
Photoplay	NAB	Emma Thompson	Daniel De Viciola	Prod. Coordinator	2019
Eight	Google	Nick Kelly	Jay Topping	Prod. Manager	2019
Collider	Audi Q3	Sarah Nichols	Damon Cameron	Prod. Manager	2019
Rabbit	BsbyLove	Marcus Butler	Kelly Boulton	Prod. Manager	2019
Rabbit	NBN	Rita Gagliardi	Daniel Mitchell	Prod. Manager	2019
Rabbit	Suncorp	Sarah Ncihols	Al Morrow	Prod. Coordinator	2019
Rabbit	Wonderwhite	Rita Gagliardi	Craig Rasmus	Prod. Manager	2019
Sweet Shop	HCF	Sarah Nichols	Louis Sutherland	Prod. Coordinator	2019
Red Sneskers	Craftea	Jeremy Brown	Genki Akeada	Prod. Manager	2018
Warren	Universal - Vera Blue	Alicia Butler	Jared Daperis	Producer	2018
Infinity Squared	Macca's Summer	Mel Reardon	Luke Tierney	Prod. Manager	2018
Rabbit	Foxtel Elf	Marcus Butler	Al Morrow	Prod. Manager	2018
Jump	Chemist Warehouse x 5 TVC's	Alicia Butler	Jared Daperis	Producer	2018
13 & Co	Myer Christmas Campaign	Serena Rettenmaier	Patrick Fileti	Prod. Manager	2018
Rabbit	Telstra	Marcus Butler	Al Morrow	Prod. Manager	2018
Plaza Films	Ubank	Peter Masterton	Paul Middleditch	Prod. Manager	2018
Plaza Films	Woolworths x 2 TVC's	Melissa Weinman	Steve Hudson	Prod. Manager	2018
Plaza Films	Amazon	Peter Masterton	Paul Middleditch	Prod. Manager	2018
Plaza Films	Gatorade with Usain Bolt	Peter Masterton	Paul Middleditch	Producer	2017
Plaza Films	Yoobi Stationary	Alicia Butler	Tori Savage	Producer	2017
Plaza Films	Unicef	Alicia Butler	Tori Savage	Producer	2017
Plaza Films	Parmalat Oak	Peter Masterton	Paul Middleditch	Prod. Manager	2017
Plaza Films	Air New Zealand	Peter Masterton	Paul Middleditch	Prod. Manager	2017
Plaza Films	TAB	Peter Masterton	Paul Middleditch	Prod. Manager	2017
Plaza Films	Hyundai x 4 TVC's	Melissa Weinman	Steve Hudson	Prod. Manager	2017
Plaza Films	Westpac x 2 TVC's	Peter Masterton	Paul Middleditch	Prod. Manager	2017
Plaza Films	Origin Energy x 2 TVC's	Peter Masterton	Paul Middleditch	Prod. Manager	2017
Plaza Films	Hyundai x 2 TVC's	Melissa Weinman	Steve Hudson	Prod. Manager	2017
Plaza Films	MLA Lamb Side Story	Peter Masterton	Paul Middleditch	Prod. Manager	2017
Plaza Films	ANZ with Dylan Alcott x 4 TVC's	Peter Masterton	Paul Middleditch	Prod. Manager	2017

A REDUCED SELECTION OF WORK 2014 - 2017:

PROD. CO.	CLIENT	PRODUCER	DIRECTOR	ROLE
Jungle	Stan “No Activity” Pilot	Alicia Butler	Trent O’Donnell	Producer
Sony Music	Rufus Du Sol “You Were Right” Music Video	Alicia Butler & Marcus Butler	Katzki	Producer
ABC	“The Moody’s”	Chloe Rickard	Trent O’Donnell	Post Prod. Assistant
ABC	“The Moodys” BTS	Alicia Butler	Mike Green	Producer
ABC	“Elegant Gentleman’s Guide to Knife Fighting”	Chloe Rickard	Trent O’Donnell	Prod. Assistant
Revolver	“The Reality” Short Film	Alicia Butler	Trevor Clarence	Producer
Photoplay	"Letters" Short Film	Tom Slater	Melvin J. Montalban	Prod. Coordinator
Plaza Films	“Kapara” Short Film	Melissa Weinman	Steve Hudson	Prod. Coordinator

EDUCATION:

- WSU: Bachelor in Communications (Major: Advertising)
- AFTRS: Completed Production Management Course
- Mary Mackillop College: Completed Higher School Certificate 2005

SKILLS & PERSONAL ATTRIBUTES:

- Excellent skills in Microsoft Excel and Word
- Skilled in Showbiz budgeting
- Skilled in Google Workspace
- Very personable with a solid work ethic

PERSONAL DETAILS:

- Passport: Australian
- Driver License: Full, Automatic

REFERENCES:

To be made available on request.