

SERENA RETTENMAIER

PRODUCER/PRODUCTION MANAGER/LINE-PRODUCER/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

MOFA

Woolworths (Superpowers) Director: Jae Morrison / EP: Llew Griffiths Producer
Myer Xmas Director: Yanni Warnock / Prod: Linzee Rose Production Manager
Coles Xmas (Melb) Director: Nick Kelly / Prod: Stu Giles Production Manager

Photoplay Films

Rexona Director: Lester Jones / Prod: Florence Tourbier Production Manager
Woolworths Director: Gary John / Prod: Florence Tourbier Production Manager
Scholl Eulactol 'Heel Blam' Director: Matt Kamen / Prod: Chris Kamen Production Manager
Pizza Hut 'Sticky Fingers' Director: Matt Kamen / Prod: Chris Kamen Production Manager
Coco Pops Director: Matt Kamen / Prod: Chris Kamen Production Manager
Pizza Hut Mia Director: Matt Kamen / Prod: Chris Kamen Production Manager

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 Sorenson Producer
GIO Director: Newman Sorenson 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

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

Camplify X

NRMA 'Help' (QLD, NSW, VIC) Director: Peter Kirk and Brad Cooke Producer

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 Dymond Production Manager

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 Dow Production Manager

FOXTEL

3 months contract Producer of Promos & TVCs EP: Galadriel Roussos Producer

Plaza Films

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

Flinders Lane

Coles Project Arnie Producer: Vincent Zimbardi / Director: Ted Horton Production Manager
 Coles Xmas Producer: Vincent Zimbardi / Director: 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 Director: Alethea Jones / Prod: Marge McInnes Production Manager

Goodoil Films

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

Rotor Studios

Toyota RTOA Online Prod: Richard Halsted Production Manager

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 Director: Justin McMillan/Prod: Johnny Greally Production Manager

Druga5

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

The Feds

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

Sheepish Lion

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

Playbig

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

Film Graphics

Telstra	Director: David Denneen / Prod: Anna Fawcett	Production Manager
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Resolution Design

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

George Patterson Y&R / Studio 35

CBA	Prod: Elisa Maine	Agency Production Manager
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George Patterson Y&R

Transport NSW - Shane Jacobsen	Director: Clayton Jacobson / Prod: Kilou Picard	Agency Production Manager
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FSM

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

AMVI

Kinder Surprise 'Give Back' and 'Play'	Director: Arni Thor-Jonsson/LA / Prod: Annie Kinna	Production Manager
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Airbag Productions Melb

Weight Watchers 'Happy Start'	Director: 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'	Director: Toshiyuki Yagi / Prod: Johnny Greally	Production Manager
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Radical Media

Woolworths	Prod: Holly Alexander	Production Manager
Weight Watchers	Prod: Helen Morahan	Production Manager
Earth Hour	Director: Ian Fowler/Prod:Helen Morahan	Production Manager
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 Greally	Production Manager
Foxtel IQ	Prod: Catherine Kerr	Production/Location Manager

Fuel VFX

OPTUS 4G 'Blown Away'	Director: Paul Butterworth / Prod:Erica Ford	Line Producer
BIG W U Tube Catalogue	Director: Paul Butterworth / Prod:Erica Ford	Line Producer
BIG W Toy Spectacular	Director: Paul Butterworth / Prod:Erica Ford	Line Producer
Aussie Home Loans	Director: Paul Butterworth / Prod:Erica Ford	Line Producer
Optus	Director: Paul Butterworth / Prod:Erica Ford	Line Producer/Production Manager
Mini Munchies	Director: Paul Butterworth / Prod: Johnny Greally	Production Manager
Wrigleys Extra	Prod: Johnny Greally / 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	Director:Ken Smart / Prod: Ange Smart	Production/Location Manager
ABC Relaunch	Director:Ken Smart / Prod: Ange Smart	Production/Location Manager

8 Commercials

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

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 / Director: Matt Palmer	Production Manager
Target 'Toy Sale'	Prod: Jacqui Gillies / Director: Matt Palmer	Production Manager
Sydney Children's Hospital	Prod: Jacqui Gillies / Director: Matt Palmer	Production Manager
CBA 'For Me'	Prod: Jacqui Gillies / Director: Matt Palmer	Production/Location Manager
Symantec	Prod: Jacqui Gillies / Director: Matt Palmer	Production Manager
Target 'Gift Card'	Prod: Jacqui Gillies / Director: Matt Palmer	Production Manager
Target Underwear	Prod: Katrina Maw	Production Manager
Target Kids	Prod : Jozsef Fityus	Production Manager
Listerine 'Human Cannon'	Prod: Claire Richards / Director: Steve Saussey	Production Manager
Nicorette	Prod: Claire Richards / Director: Steve Saussey	Prod Coord /PM: Emma Thompson

Flying Fish

Lucky Lotteries	Prod: Johnny Greally	Production Manager
Dairy Farmers	Prod: Johnny Greally	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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Z Space

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

Luscious International

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

4 years full time: Line Producer, Production Manager, Production Coord,

Cast Coord, 2nd AD, Location Scout & Manager

FEATURE FILMS, VFX & DVD PRODUCTION

POSITIONS HELD

VFX Producer, Production Manager, Production Coord, Post Prod Coordinator

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 Post Production Coordinator
Producers: Martin Brown & Fred Baron Co-Producer: Catherine Knapman
Producer/Director: Baz Luhrmann

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, Casting Agent
singers, actors & specialty performers

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 Production Assistant
Producers, Directors & Distributors

EDUCATION & COURSES

Courses

Public Relations & Media Affairs	Sydney University
Microsoft Access & Microsoft Word	Drake
Film & Television Production Cert.	North Sydney Tafe
Shotlister Editing Course	Digiteyes, Sydney
Scriptwriting for Film & Television	Community College, Ultimo
Film Directing	Community College, Ultimo
Filmmaking & Camera Operations	Community College, Ultimo

Education

Loreto Kirribilli, Sydney	Marist Brothers, Mosman
Trinity College, Lismore	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 literate | Word, Excel, Filemaker, Google Workspace
Experience on layouts for presentations in Powerpoint, Google Sheets, Keynote
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 pressure. 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 thorough knowledge of crew & locations both locally and interstate.

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

I have three gorgeous kids and a cheeky voluptuous Staffy, Roxy. In my spare time I love renovating houses with my husband, 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 Hogarth	Mob: 0411 877 116
Llew Griffiths	Executive Producer - MOFA	Mob: 0405 134 007
Peter Masterton	Producer - Plaza Films	Mob: 0417 257 735
Stu Giles	Freelance Producer (Melbourne)	Mob: 0438 856 276
Mel Weinmann	Freelance Producer (Sydney)	Mob: 0414 677 635
Marge McInnes	Freelance Producer (Sydney)	Mob: 0405 134 007