

PETRA VALENT

PRODUCER /LINE PRODUCER/ PRODUCTION MANAGER: TVC-CONTENT-STILLS

Local and International Productions

Multilingual: English, German & Italian (Austrian National)

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SELECTION OF TVCS & CAMPAIGNS (2019-PRESENT) - PRODUCER

| CAMPAIGNS | DIRECTOR | PROD. COMPANY/ AGENCY |
|--|--|----------------------------|
| Google TV "Project Pav" TV/ Online/ Social | Rhett Wade-Ferrell | Airbag/ Emotive |
| Mount Franklin "Feel Fizzing Good" TV/ Online/ Social/ Cinema/ PR | Alyssa McClelland | Finch / Emotive |
| OPSM "Dedicated to Everyday Excellence" TV/ Online/ Social/Cinema/ Stills/ OOH/ Radio/POS | Toby Dixon | FLINT/ Luxottica Direct |
| Amazon Audible "Celeste Barber" TV/ Online/ Social/ Cinema/ Stills/ DOOH/ Podcast/PR | Dir. Zane Pearson Stills Steve Greenway | Emotive |
| Optus Sport "The Void" TV/ Online/ Social | Yianni Warnock | Finch/ Emotive |
| The Australian Defence Force "Live a story worth living" Online/ Social/ Stills/ OOH | Andreas Smetana | FLINT/ VML |
| Australian Turf Club "Where stories are made" TV/ Online/ Social/ Cinema/ Stills/ DOOH | Dir. Pete J Moore Stills: Cara O'Dowd | Eden Collective/ Emotive |
| University of Melbourne "Postgraduate & Undergraduate Campaigns" TV/ Online/ Social/ Stills/ OOH | David Maurice Smith | FLINT/ Wunderman Thompson |
| Primo "Ham & Cheese" TV/ Online/ Social | Luke Shanahan | Clockwork Films/ Clemenger |
| NRL "Junior League" TV/ Online/ Social/DOOH | Simon Morehead | Crater/ Emotive |
| McDonald's "Summer & Winter 2023" TV/ Online/ Social/ Stills/ DOOH | Jon Bader | FLINT/ DDB |
| YoPro "Every millimetre matter" TV/ Online/ Social/instore/PR | Bill Irving | Emotive |
| AMEX "Moves with you" Online/ Social/ Stills | Andreas Smetana | FLINT/ The Works |
| Racing NSW "Everest Carnival" TV/ Online/ Social/instore/PR | Josh Logue | Emotive |

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| P&O Cruises “Brings us all together” Online/ Social/ Stills/ OOH | David Maurice Smith | FLINT/ Supermassive |
| Alcon Dailies “Clues” TV/ Online/ Social | Luke Shanahan | Clockwork Films/ Direct |
| Optus “Samsung Hubble” TV/ Online/ Social/DOOH | Yianni Warnock | Emotive |
| KFC “Left-Handed” Online/ Social/ Stills/ POS/ DOOH | Jon Bader | FLINT/ Wunderman Thompson |
| Case IH “Brand Film & Photography” TV/ Online/ Social/ Stills/ OOH | Jonathan May | FLINT/ Leo Burnett |
| Hello Fresh “Everyday delicious” TV/ Online/ Social/DOOH/PR | Zane Pearson | Emotive |
| Rebel Sport “Find your grind” TV/ Online/ Social/ Stills/ POS/ DOOH | Andreas Smetana | FLINT/ Rebel Group Direct |
| Woolworths “e-com toolkit” Online/ Social/ Stills/ DOOH | Andreas Smetana | FLINT/ M&C Saatchi |
| Google “Grow” Online/ Social/ DOOH | Zane Pearson | Emotive |
| AACo “Westholme, Darling Down & AACo” TV/ Online/ Social/ Stills/ OOH | Jonathan May | FLINT/ Leo Burnett |
| The Smiths Family - Multiple Campaigns TV/ Online/ Social/ Stills/ DOOH | Toby Dixon | FLINT/ The Works |
| Dope Lemon – Music Video TV/ Online/ Social | James Medlam | Clockwork Films/ BMG Music |
| Woolworths “Delivery” Online/ Social/ Stills/ DOOH/instore | Andreas Smetana | FLINT/ M&C Saatchi |
| SES State Emergency Services “Frontline Workers” Online/ Social/ Stills/ DOOH/OOH | Andreas Smetana | FLINT/ VML |
| Nescafe “Dark Roast” TV/ Online/ Social/ Stills/ DOOH | Jon Bader | FLINT/ Saatchi & Saatchi |
| Dune Rates – Music Video TV/ Online/ Social | James Medlam | Clockwork Films/ BMG Music |
| Treasury Wines “Wynns Tastemaker” TV/ Online/ Social/ Stills/ DOOH | Andreas Smetana | FLINT/ DDB |
| Coles “REDcycle” Online/ Social/ Stills/ instore/ DOOH | Andreas Smetana | FLINT / DDB |

BRIEF SELECTION OF TVCS & CAMPAIGNS (2010-2018)
GLOBAL HEAD OF PRODUCTION NOW SCREEN

Responsible for the end-to-end execution of all campaign materials including TVCs, branded content, digital, social, radio, cinema and stills, from brief through to production and final delivery for
Now Screen's offices in Sydney, New York, Toronto, Buenos Aires, Dubai, London and Moscow.

| CAMPAIGNS | DIRECTOR | PROD. COMPANY |
|---|------------------------|----------------------------------|
| Gatorade "Fuel School" (USA) | Tony Franklin | A Common Thread Los Angeles |
| Telstra "Entertainment Bundle" | David Rechtman | Now Screen |
| Rinse Aid "Underwater Kitchen" (USA) | Camilo Matiz | Havas NY/ Colombo Films Bogota |
| White King "Monkey Business" | David Rechtman | Grey Melbourne/ Big Blue Bangkok |
| Westpac 'Corporate Affair' | Jason Wingrove | Now Screen |
| NFL "Timeline history" (USA) | n/a | Crew Cuts NYC |
| Purina Cinema "Secret Life of Pets" | Jason Wingrove | Now Screen |
| Airwick "Lift" (CAN) | David Rechtman | H&F Manila |
| Coke "Minute Maid" (CAN) | Adam McCloy | LTB Films Toronto |
| Persil "80" (NZ) | David Rechtman | Uncle Bob, Auckland |
| Knorr "What's for Dinner?" (CAN) | Jeff Jaffers | LTB Films Toronto |
| Dove Hair Care | Di Yee | Now Screen |
| Finish "Friends" (USA) | Tony Franklin | Stairway Films Los Angeles |
| VIP o "Father's Day & Valentine" (USA) | Nick Robertson | Havas NY/ Now Screen |
| Finish Quantum "No More Mess" (USA) | Nick Robertson | Now Screen |
| Move Free "On the Move" (USA) | Jason Wingrove | Stairway Films Los Angeles |
| Nurofen "Match" | Richard Swan | VANDAL |
| Nestle Cornflakes (UAE) | Dubai Director | Dubai/ Beirut Fixer |
| Ponds "Ageless Miracle" (LATAM) | Federico Freysselinard | Ahorita Nomas – Buenos Aires |
| Pullman Hanoi "Destination Film" | Petra Valent | Hanoi Fixer |
| Rexona Effiecient "3 x Stronger" (LATAM) | Federico Freysselinard | Ahorita Nomas – Buenos Aires |
| Cerelac "Testimonials" (MENA) | Petra Valent | Erbil Fixer – Iraq |
| Voltaren "Tavegyl" (RU) | Moscow Director | Moscow Fixer |
| Airwick "Winner" (USA) | Sally Shapcott | Now Screen |
| Mucinex "Sunny Side"" (USA) | Kip Hewitt | Stairway Films Los Angeles |
| Woolite "Gentle Care" (CAN) | Di Yee | Now Screen |
| Organic Care "Little Changes" | Andreas Smetana | FLINT |
| Digestive Advantage "Kids Gummies" | Simon Frost | Now Screen |
| Strepsils "Ambulance" (UK) | James Cowen | Yes Captain |
| Virgin Money "9.5%" | Simon "Mo" Macrae | The Works/Now Screen |
| Aussie Bodies "My Routine" (OOH) | Stuart Miller | Now Screen |
| Palmolive Natural "Leaf blower" | David Rechtman | Now Screen |

SOFTWARE

Advanced Showbiz Budgeting | G Suite | Microsoft Office Suite | Slack | Trello

Proficient Adobe Creative Suite | InDesign | Premiere Pro | Photoshop | Lightroom

OTHER

First Aid (HLT AID011 2024), Working with Children Check (WWCC)

References available upon request

