



# TATIANA PENTES

**Digital Producer/Digital Communications Specialist**

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## Career Summary

**ONLINE PORTFOLIO:** <https://www.behance.net/tatianapentes>

**LINKEDIN:** <https://au.linkedin.com/in/tatianapentes>

**THE LOOP:** <https://www.theloop.com.au/tatjanapentez/>

Tatiana Pentez is an award winning digital media producer, project manager, and digital editor with more than one-decade experience conceptualizing, writing, editing, designing & developing interactive media products, engaging user experiences and managing social media campaigns, social media monitoring (BuzzNumbers, Sprout), Google Analytics reporting, SEO/SEM and programmatic campaigns. Tatiana has extensive experience in the creation of web publications, websites, EDM campaigns, Banner Ads for web.

Credits include W3 Silver Award 2015 for Best Integrated Media Campaign (Podravka, Vegeta), Juror AIMIA Awards (2015-2018), corporate websites, creative interface design, iPhone/iPad apps, digital compositing, interactive artworks, implementing social media strategies, online community building and delivery of digital film in a social/web environment. She has an inter/national exhibition record in film & media festivals in the US, China, France, Italy, Greece, Australia, Thailand, Japan, Brazil, and Russia. She was recipient of the W3 Silver Award 2015, ATOM Award & Australian Interactive Media Industry Association Award 2000 & 2005, & Honorable Mention, International Festival of Cinema & Technology, LA, USA, 2008.

## KEY SKILLS

Digital Content Development	Online Writing/Editing	Digital Compositing/Editing
Budget Management	Campaign Management	Google Analytics Reporting
HTML	Adobe CS Suite	CMS (Wordpress, Umbraco, Kentico)
Social Media Management	Digital Programmatic Media	Corporate Web Publishing
Digital Strategy	Digital APP Development	Interactive Media Content
Wireframe/ VISEO	EDM Builds & Deployment	JIRA/ Confluence
Digital network banners	Digital banners (retargeting)	SEO/ SEM

## CAREER HIGHLIGHTS

Juror, Australian Interactive Media Industry Association Awards, AIMIA Awards 2015-2018  
 Adcorp, W3 Silver Award: Multi-Channel Media Integrated Campaign 2015  
 Coordinate & Committee, Australia Geographic Society Awards, Bauer Media Group 2014  
 AIMIA Award, Best Cultural Site (2000) Finalist, 2005 & ATOM Award,(2000), Finalist (2005)  
 Digital Design innovative iPhone/Android APP CHINA HEART with Writer/Director Annette Shun Wah (GPS)  
 history of Chinatown, Sydney with the Powerhouse Museum, Gallery 4A & dLux Media Arts 2011  
 Collaborate on the design, development & launch re-launch of the Tupperware Brands Corporation  
 (Nutrimetics Australia & NZ) website and implementation of social media growth & campaign, 2013  
 Design, development & launch of Sydney Film Festival website and digital campaign, 2012  
 Redesign & re-launch Musica Viva website & implementation of online video library, 2011  
 Doctoral Research Degree (Digital Media), Communications, University of Technology, Sydney, 2006

## WORK HISTORY: Summary

Feb 2019 – present	Communications Specialist	NSW Dept Finance, Services, & Innovation
Oct 2017 – Jan 2018	Australian Computer Society (ACS)	Digital Marketing & Communications Lead
Sept 2017 – Oct 2018	Settlement Services International (SSI)	Digital Communications Lead
Feb 2017 – Sept 2017	Blackmores Institute	Digital Editor/Project Manager
Nov 2016 – Jan 2017	Cancer Australia Australian Government	A/Lead Digital Communications
1996 - 2016	Strange Cities Productions	Digital Producer
June - October 2016	SMC	Digital Communications Specialist
Feb - June 2016	iSentia	Digital Producer/Project Manager
Jan 2015 to Jan 2016	Adcorp	Digital Producer
July-Dec 2015	Bauer Media Australian Geographic	Administrator (Social Media & AGS)
Nov 2013 – Feb 2014	eHealth (Australia)	Digital Producer
June 2012 – Aug 2013	Tupperware Brands Corporation	eMarketing Specialist (Nutrimetics)
2012	Sydney Film Festival	Online Manager
2009 - 2011	Musica Viva Australia	Online Manager
2010 - 2011	dLux media arts	Art Director, China Heart iPhone APP

## CAREER HISTORY

### NSW Department Finance, Services, & Innovation

Feb 2019 – Present

Digital Communications Lead <https://www.ssi.org.au/>

Undertakes a range of project and administrative activities to support the development and delivery of effective communication products and services for a division within the Department of Finance, Services and Innovation (DFSI), Australian Government.

#### Key accountabilities

- Assist project teams to implement communication programs, campaigns, products & major events
- Produce reports, undertake research and analysis, draft correspondence, prepare materials for events/meetings, & provide other administrative tasks to support business
- Write and edit draft content for publications, website, social media and other channels
- Use technology to perform tasks that support the efficient work of the business portfolio
- Communicate with stakeholders/colleagues to obtain information & provide updates on projects
- Undertake graphic design work
- Research and review new technologies and online trends in digital communications services.

## **SETTLEMENT SERVICES INTERNATIONAL (SSI)**

**Sept 2017 – Present**

**Digital Communications Lead** <https://www.ssi.org.au/>

The Digital Communications Leads media relations, and develops and delivers digital communications across multiple channels to help build and sustain SSI's brand and reputation.

### **Responsibilities:**

- Develop and deliver SSI's media and social media strategy and review annually
- Proactively manage SSI's media and social media communications and requests including identifying and developing mitigation strategies for potential issues
- Advise and counsel the Executive team and senior managers on communications and issues (briefings, media training, crisis management)
- Establish and cultivate effective working relationships with media outlets and other relevant stakeholders
- Improve the usability, design, engagement and content of SSI's website and other digital platforms
- Develop and implement a relevant content marketing plan in support of business and brand objectives
- Create and execute campaigns and projects across online channels, including management of social media platforms
- Monitor, analyse and report on relevant media, industry blogs, social media and related platforms
- Research and review new technologies and online trends to keep SSI at the forefront of developments in digital communications
- Align internal and external communications in support of business priorities

## **BLACKMORES INSTITUTE**

**Feb 2017 – Sept 2017**

**Digital Editor/ Project Manager** <http://www.blackmoresinstitute.org>

The Digital Editor/Project Manager (Consultant) takes strategic and production responsibility to create transformative digital experiences for Blackmores Institute (BI). Working with the Communications Manager, they will be responsible for developing BI's new global website which will house a new state of the art learning management system (LMS) and offer subscribers access to the latest complementary and integrative medicine research news, and make recommendations for best practice digital communications solutions to promote the new website and LMS as effectively as possible to create a step-change in website membership growth and engagement. This involves analytics and reporting to track progress and garner informed digital insights about these members and the ways they engage with BI's digital assets.

### **Responsibilities:**

Editing & publishing weekly articles for the peer reviewed online Journal of Blackmores Institute and distributing to a membership of 10,000 plus members. Managing 10,000 plus members of an online educational community. Social media management: Twitter and LinkedIn. AIMIA Awards 2017 Judging Committee Social/Content Led Marketing Campaign.

## **CANCER AUSTRALIA: Australian Government**

**Nov 2016 – Feb 2017 – (Freelance/Project based)**

**Acting/Lead, Digital Communications** <http://www.canceraustralia.gov.au>

Freelance. Responsible for managing Cancer Australia's websites and digital platforms as the agency's most important corporate communication resource and essential platform for Cancer Australia external communication. Reporting analytics as well as understand/translate technical/digital language. Launch new website (in collaboration with agency) 2017. Liaise with external contractors and manage multiple stakeholders. Launch online publications for Cancer Research and Breast Cancer.

### **Responsibilities:**

Management of digital campaigns, online communications, launch of new interactive resources and publications (education, learning, research).

## **STRANGE CITIES PRODUCTIONS**

**1996 – Present (Freelance/Project based/commissions part-time)**

**Digital Producer** <http://www.strangecities.net>

Strange Cities Productions produced Strange Cities winning an Australian Interactive Media Industry Awards (AIMIA) 2000 for Best Arts/Cultural Title/Site and an ATOM Award 2000. In the role of Director I secured production funding (AFC) and developed the interactive digital media script, developed the graphics interface, edited the digital video and programmed this arts title for interactivity. The work has been exhibited in inter/national media festivals & conferences including New Talent Pavilion, MILIA, Cannes, France and the Australia – Japan New Media Gallery, Australian Embassy, Tokyo, JAPAN. The production company credits include: *Black Box* (2005), *My Mother Told Me* (2006) and *Scenes From A Shanghai Hotel* (2007) with Geoffrey Weary, official selection: International Festival of Cinema & Technology, LA, USA 2008.

**Responsibilities:**

Originating & writing digital media scripts, Securing production funding  
Graphic design, digital editing, compositing effects, interactive programming (online)

**SMC**

**Feb 2015 – June 2016**

**Digital Communications Specialist**

The Digital Communications Specialist is responsible for developing and managing the web presence & to assist in delivery of digital solutions, drive the implementation of the digital marketing strategy and coordinate the development of online solutions, & enhance the quality of online assets, digital channels and marketing and communication materials. On the pulse of industry trends, new technologies, digital innovations (CMS). Implement digital marketing strategies: To engage the community and other key stakeholders; overseeing the delivery of high quality information is delivered with accuracy and attention to detail and evaluating the effectiveness of digital communication and online marketing campaigns and provide recommendations for improvement. Digital communication tools: Assist with direction of the website(s) and online technologies (including coordination of design, development, maintenance, marketing, measurement, training and support); deliver and evaluate campaigns to drive digital traffic.

**ISENTIA** <http://www.isentia.com>

**Feb 2015 – June 2016**

**Digital Producer/Project Manager**

Freelance. W3 Silver Award Winner 2015- Best Integrated Campaign. Judge AIMIA Awards 2015. Acting/ Digital Producer & Project Manager (Contract). Reports to Creative Director Stuart Hipwell. Producer multi-platform campaigns for Mission Australia 2016 (Social Media, Film/Video, Outdoor- Billboard, Adshel, Digital Banner, Print) - previous videos produced for campaign received W3 Silver and over 4 million views over 6 weeks <http://bit.ly/1T41xkG> and <http://bit.ly/1PpBSNq> . Producer for Women with Drive (Porsche) [www.womanwithdrive.com.au](http://www.womanwithdrive.com.au) instagram campaign <http://www.womanwithdrive.com.au/instagram/> King Content (an Isentia Company) was awarded the highest honour at the Content Marketing Institute's Orange Awards – Agency of the Year 2016.

**ADCORP** <http://www.adcorp.com.au/>

**Jan 2015 – Jan 2016**

**Digital Producer**

Discover: Think: Create: Produce: Make: Analyse: W3 Silver Award Winner 2015 - Best Integrated Campaign.

Contribute to trends in digital development. Focus on multi-channel & multi-platform campaigns and social media integration (Online, Device, TV, Film, Radio, Social cross-platform and programmatic media delivery). Produce innovative, creative and digital projects within a team of passionate digital specialists. Collaborative digital production to the highest quality within budget & time-frames. Understand the importance of client satisfaction, and develop positive, profitable client relationships. Collaborate with strategists on programmatic media buying campaigns for networks for ROI.

Digital Projects: Australia Council for the Arts corporate site, Venice Biennale secure microsite; Australian Bureau of Statistics (ABS) programmatic media, Charter Hall. Charter Keck Cramer corporate site, Colliers International property campaigns, Designer Rugs programmatic, i-med, ISPT, The Leftbank with Redhill Education (AIT) site, Melbourne Theatre Company: Make A Date with Melbourne responsive mobile web site, Mitsubishi Heavy Industries (MHIAA) winter & summer campaigns 2015-2016 and Air Summer Plus Challenge, PICA, Podravka International (Vegeta), CSC, Australia & Worldwide Online Printing website.

**BAUER MEDIA GROUP <http://www.bauer-media.com.au/>**

**July 2014 – Dec 2014**

**Administrator (Social Media & Australian Geographic Society)**

- Coordinate AGS Gala Awards media event 2014
- Editorial co-ordinator duties
- Australian Geographic Society co-ordinator/AGM meetings
- Financial reporting
- InDesign, Social Media (Facebook)
- Society events management & expeditions
- Awards, Sponsorships, Fundraising committees
- Fundraising media materials (writing/editing/production)
- Online journal article publishing
- Administration of Society

**DIGITAL HEALTH: Australian Government NEHTA), Health (Australia)**

**November 2013 – 28 Feb 2014 (Fixed term Contract)**

**Digital Producer**

Supports Digital Lead, Communications and Public Affairs and the broader team to deliver a high impact, effective digital presence. Effectively disseminate content and communications through its websites (internal & external) and social media sites to enable audiences to easily access what they need and engage with and support eHealth messages. The role supports the effective delivery of all digital work specifically to drive understanding of e-health & its benefits and to support the health section's transition to the effective use of eHealth.

#### **Responsibilities**

- Websites, Portals, and InnerWeb
- Web Content
- Multimedia & Rich Media (Interactive Video)
- Content Syndication
- Social Media growth & campaign development
- eNewsletters / Email Campaigns (eDMs)
- Search Engine Optimisation (SEO)
- Web Analytics and Reporting
- Usability, Accessibility and Reporting

**NUTRIMETICS Australia & NZ, Tupperware Brands**

**August 2012 – Nov 2013**

**eMarketing Specialist (eBusiness Producer) –Corporation**

Drive innovation and the development of the digital marketing strategies, identifying trends to support the company strategy and direction. Responsible for the digital direction and strategy with a provision to maintain of a high quality online user experience whilst leveraging best industry practice for Nutrimeitics online.

#### **Responsibilities**

- Develop & execute eMarketing strategy in collaboration with Senior Marketing Manager (SEO/SEM, Google Analytics, Google Adwords, eDM, social media, public website, digital campaign planning)
- Manage content & promotion of online/social media channels
- Manage third party suppliers involved in provision of online/social media
- Identify eMarketing opportunities to drive KPIs & execution of communications
- Identify and execute opportunities for B2B partnerships & contra-deals
- Train associates & Consultants on eMarketing initiatives
- Manage eMarketing budget
- Collaborate with ICT in the creation of an Livestreaming digital video station
- Research & advise on iPhone/iPad/Android Colour Wardrobe App
- Work with ICT & Visual Jazz agency to re-launch website

## **SYDNEY FILM FESTIVAL**

**Jan – August 2012**

**Online Manager**

Online management for the Sydney Film Festival [www.sff.org.au](http://www.sff.org.au), managing content technically in liaison with The Farm digital agency [www.thefarmdigital.com.au](http://www.thefarmdigital.com.au) collaborating with festival's campaign designers, marketing & programming team on the look, feel, and editorial content of the site. Smooth integration of the suite of digital media products & social media into the web strategy across: Facebook, Twitter, Youtube, Vimeo channel, Viocorp viotream delivery of digital moving image & sound, podcasts, video gallery & photo gallery, the iPhone, Android and digital program guide, & ticketing eCommerce capabilities.

### **Responsibilities:**

- Manage website to support strategic digital goals in collaboration with the Farm agency
- Collate, research, write, edit online copy, & sub-edit copy & content
- Project manage launch of 2012 Sydney Film Festival campaign online
- Collaborate with Viocorp to deliver digital films & audio content online
- Contribute to social media strategy for community building, user participation
- Provide search engine optimization (SEO), Google Analytics metrics & user testing reports
- Produce & distribute EDM online eNewsletter campaigns

## **MUSICA VIVA AUSTRALIA**

**December 2009 – December 2011**

**Online Manager**

To inspire through the unique intimacy of small musical ensembles. Manage the creative, technical development & implementation of Musica Viva's website to support MVA's strategic digital goals in collaboration with Deepend <http://www.deepend.com.au/> B & T online agency of 2010, & AIMIA Awards 2010. Project manage the re-design of the website and launch the 2012 International Concert Season Subscriptions campaign online. Production of an online archive of documentaries *The Library*, on classical chamber music. Implement social media strategy across the website for community building, user participation & user generated content.

### **Responsibilities:**

- Manage website to support strategic digital goals in collaboration with Deepend agency
- Commission, research, write, edit online copy, & sub-edit copy & content (Podcast & music)
- Project manage re-design & launch of 2012 Subscriptions campaign online
- Produce digital films & audio in an online archive *The Library*, on classical chamber music
- Implement social media strategy for community building, user participation
- Provide search engine optimization (SEO), Google Analytics metrics & user testing reports
- Work with Marketing Manager in the distribution of EDM, & online eNewsletter campaigns, & production of digital banner ads & track click-tag conversions

## **DLUX MEDIA ARTS**

**August 2010 – January 2011 (Freelance/Commission based part-time)**

**Digital Design & Art Director: China Heart iPhone APP**

China Heart is a partnership with dLux Media Arts <http://www.chinaheart.org.au/>, the Powerhouse Museum, Gallery 4A, The Project Factory written by Annette Shun Wah & sound design Kingston Sound - exploring the effectiveness of engaging new audiences with existing archives using fictional entry point- in the creation of a innovative iPhone application, interactive website & mobile web interface to explore a social & cultural history of Chinatown, Sydney. Participation includes brand logo design, graphic interface design, look & feel of iPhone app, visual research, & digital effects for the moving image & sound sequences.

### **Responsibilities:**

Produce brand logo design, graphic interface design, look & feel of iPhone/Android app  
Conduct visual research, and digital effects for the moving image & sound sequences  
Produce in a collaborative team partnership with dLux Media Arts <http://www.dlux.org.au/>, the Powerhouse Museum, Gallery 4A, & The Project Factory written by Annette Shun Wah  
Innovative iPhone/Android app, interactive website & mobile web to explore a history of Chinatown, Sydney.

## **EDUCATION**

**2002 – 2006 Doctor of Creative Arts, (Digital Media), Communication, University of Technology, Sydney**  
<https://opus.lib.uts.edu.au/handle/10453/20343>

**1995 – 1999, Master of Letters (with Merit), Fine Arts, University of Sydney**

**1992 – 1994, Master of Art, College of Fine Arts (Media Arts), University of New South Wales**

**1989-1992 Bachelor of Arts, (Film Studies, Semiotics, Philosophy, Fine Arts), UNIVERSITY OF SYDNEY**

**2008 – 2009 Certificate IV: Training & Assessment, Teaching & Learning, Southern Cross**

## **AWARDS**

2015 W3 Silver Award 2015 for Best Integrated Media Campaign (Podravka, Vegeta)

2000 *Strange Cities*, Winner Best Arts and Cultural Title Award, AIMIA Awards

2000 *Strange Cities*, Winner ATOM Awards

2005 *Black Box*, Finalist, ATOM Awards, AUSTRALIA

2005 *Black Box*, Finalist, AIMIA Awards, AUSTRALIA

## **DIGITAL MEDIA WORK COLLECTED**

Australian Centre for the Moving Image (ACMI), Cinemedia, AUSTRALIA

Australian Film, Television & Radio School (AFTRS audiovisual collection)

Australia – Japan New Media Gallery, Australian Embassy, Tokyo, JAPAN

Australian National Maritime Museum, AUSTRALIA

Bibliothèque Nationale de France, PARIS, FRANCE

Experimenta Media Arts, Melbourne, AUSTRALIA (audiovisual collection)

IMAGO multimedia centre, Perth, AUSTRALIA

The Powerhouse Museum, Sydney, AUSTRALIA

Royal Melbourne Institute of Technology, AUSTRALIA (audiovisual collection)

ScreenAustralia: National Film & Sound Archive, SOUNDSCREEN AUSTRALIA

Sydney College of the Arts Library, University of Sydney, AUSTRALIA

Victorian University of Technology Library, AUSTRALIA

UCLA design department, California, UNITED STATES OF AMERICA

University of Hawaii, Hawaii, UNITED STATES OF AMERICA

## **HONOURS/MEMBERSHIPS**

Member, Australian Interactive Media Industry Association (AIMIA)

Member, Australian Network for Art & Technology (ANAT)

Writing for the Web, CYBERWRITE, AUSTRALIAN WRITERS GUILD 2002

Judge Golden Eye Awards, Humanities & Social Sciences, (UTS) 2002

Judge, Best Learning & Education Category, AIMIA Awards 2008

Judge Committee, Australian Geographic Society Gala Awards 2014

Judge, Australian Interactive Media Industry Awards (AIMIA) 2015-2017

## **PUBLICATIONS**

Tatiana's digital media work has been exhibited inter/nationally at film & media festivals in the US, France, Italy, Greece, Australia, Thailand, Japan, Brazil, and Russia. has taught in a training, undergraduate & postgraduate level. Tatiana's research has been published as books (2009) *BLACK BOX*, VDM Verlag Press, Germany and digital press *STRANGE CITIES* (2000), produced with Screen Australia. Articles include contribution to Australian Public Intellectual Network: *Backburning: Journal of Australian Studies*. Tatiana has researched/presented a radio documentary jazz feature *A Heart Ripped Open* produced by Eurydice Aroney, representing the Australian Broadcasting Corporation at the Prix Italia 2004, broadcast Radio Eye, June 2006, Into the Music, ABC Radio National July 2011. I collaborated with filmmaker Geoffrey Weary on *Scenes From A Shanghai Hotel* (2008) and *Strange Cities* (2000), recipient of an AIMIA, ATOM Award, & Honorable Mention, Best Experimental Film, International Festival of Cinema & Technology, LA, USA, 2008. Tatiana has worked as a presenter for the youth television program *Off The Dish*, Network Ten (Australia), producer Ian Fairweather, with Cameron Daddo and as an independent writer for *Object Magazine: Australian Centre for Design*.

## **TESTIMONIALS**

Tatiana is an award-winning digital media practitioner and teacher who's thoughtful work and diverse interests traverse both commercial and artistic spheres.

### **Paul McCarthy, Chair of Awards Judging, Australian Interactive Media Industry Awards (AIMIA),**

<http://www.aimia.com.au/i-cms?page=975>

"Tatiana has supported significant digital developments in the Musica Viva marketing program over the last two years, including the introduction of video talks, social media presence and a more analytical approach to digital projects. In Tatiana's time with Musica Viva we successfully rebuilt the Musica Viva website and increased site visits by 30% in the first 3 months and time on site by a minute. Tatiana is committed and determined, and will work solidly to finish projects. She is well-liked by the team, is collaborative in her approach to work, and brings a good energy to her working environment.

### **Mary Jo Capps CEO Musica Viva Australia**

"Big congratulations to everyone for the on-line presentation of ICS 2012. Nicely laid out pleasing to the eye intelligent architecture that is consistent, easy to understand and straightforward to navigate. Bravi tutti!"

### **Carl Vine Artistic Director Musica Viva Australia**

Tatiana implemented key digital developments in the Nutrimerics AU & NZ marketing strategy over the past nine months, working in collaboration with Creative Services to create a revitalised brand presence through social media, the re-launch of the new website, & development of a digital media APP prototype. In Tatiana's time we completed the redevelopment of the Nutrimerics website to timelines and increased Facebook friends by 20% in the first 2 months of Tatiana's initiatives. Tatiana met the deadlines efficiently and work well in a collaborative team environment.

### **Lee Worsley, Creative Director Nutrimerics (Tupperware Brands Corporation)**

April 5, 2013, Lee managed Tatiana indirectly at Tupperware Brands