



TATIANA PENTES

Digital Producer

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S(skype): Tatjana Pentez

Career Summary

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), Judge AIMIA Awards (2015) 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

Budget Management
HTML
Social Media Building
Digital Strategy
Wireframe/ VISEO

Campaign Management
Adobe CS Suite
Programmatic Media
Digital APP Development
EDM Builds & Deployment

Google Analytics Reporting
CMS (Wordpress, Umbraco, Kentico)
Corporate Web Publishing
Interactive Media Content
JIRA/ Confluence

CAREER HIGHLIGHTS

Adcorp, W3 Silver Award: Multi-Channel Media Integrated Campaign 2015

Judge, AIMIA Awards 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

Higher Research Degree (Digital Media), Communications, University of Technology, Sydney, 2006

WORK HISTORY

March

Feb 2016 to March 2016 **iSentia Two Social**

Digital Producer/Project Manager

Jan 2015 to Jan 2016 **Adcorp**

Digital Producer

July-Dec 2015 **Bauer Media Group**

Administrator (Social Media & AGS)

1996 - 2016	Strange Cities Productions	Digital Producer (Freelance)
Nov 2013 – Feb 2014	NEHTA, Health (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	China Heart iPhone APP

CAREER HISTORY

iSentia Two Social <http://www.isentia.com>

Feb 2015 – April 2016

Digital Producer/Project Manager

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 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

**National eHealth Transitional Authority (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

**Nutrimecs 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 the Nutrimecs online space.

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, managing content technically in liaison with The Farm digital agency 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

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)

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

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

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