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## PROFESSIONAL PROFILE

### **Commercial, Agency & Branded Content Specialist:**

Over 15 years of experience delivering high-end commercial advertising, agency promos, branded content, digital campaigns, hype reels and case studies for leading agencies, global brands and production companies. Expert at crafting polished, fast-turnaround, agency-ready content that drives client objectives.

### **Broadcast Television & Unscripted Entertainment:**

Extensive track record across unscripted television, entertainment formats, reality, casting, live events, and longform documentary for major Australian and international broadcasters.

### **AI-Driven Content Innovation:**

At the cutting edge of AI-powered video generation and automation. Expert at integrating AI tools into editorial workflows, building custom AI pipelines, and combining advanced generative media techniques with traditional editing craft to create highly innovative, visually compelling new formats.

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## COMMERCIAL, AGENCY & BRANDED CONTENT

- **Turia Pitt / Outlander Hybrid EV 2025** (Lead Editor, Agency Case Study) — Richard & Rose
  - **Kleenex Online Commercial 2024** (Lead Editor, Online & Social Campaigns) — Thinkerbell
  - **Wonka Reality TV Show 2024** (Editor, Development Sizzle Reel) — Eureka (April 2024)
  - **Stars of Mars TV Show Development Reel 2023** (Editor, Development Sizzle Reel) — Eureka (March 14, 2023)
  - **The Mole TV Show Development Reel 2020** (Editor, Development Sizzle Reel) — Eureka (February 2020)
  - **Company Hype Reel 2021** (Editor, Agency Promo Reel) — DDB
  - **Living Network Hype Film 2021** (Editor, Brand Film) — Yes Agency
  - **Lyre's Non-Alcoholic Spirits 2019** (Editor, Global Digital Campaign) — The Kinetic Agency
  - **Good Food Guide Awards Videos 2018** (Editor, Event & Social Content) — Marshlandia
  - **Riot Games / League of Legends 2018** (Editor, Online Gaming Content) — Riot Games
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## BROADCAST TELEVISION & UNSCRIPTED ENTERTAINMENT

- **Eurovision 2025** (Editor) — Beyond / SBS (May 2025)
- **Eurovision 2024 / 2023 / 2022 / 2021** (Editor) — Blink TV / SBS
- **The Floor Australia 2024** (Casting Editor) — Eureka / Channel 9

- **Million Dollar Island 2023** (Casting Editor) — Eureka / Channel 7
- **Parental Guidance S1 & S2 2022** (Casting Editor) — Eureka / Channel 9
- **Tough As Nails Australia 2021** (Casting Editor) — Eureka / Channel 10
- **The Real Love Boat 2021** (Editor - Teaser Trailer) — Eureka / Paramount+
- **Twenty Somethings Austin 2021** (Editor - Teaser Trailer) — Eureka / Netflix
- **The Mole 2021** (Teaser Editor) — Eureka / Netflix
- **The Amazing Race Australia 2020** (Casting Editor) — Eureka / Channel 10
- **Holey Moley Season 4 2021** (Teaser Editor) — Eureka / Channel 7
- **Holey Moley Sizzle 2019** (Editor) — Eureka
- **Full Bloom Sizzle 2019** (Editor) — Eureka
- **Name That Tune 2020** (Casting Editor) — Eureka / NBC
- **The Chef's Line 2017** (Editor, 11 episodes) — Eureka / SBS
- **Parental Guidance 2020** (Casting Editor) — Eureka / Channel 9

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## DOCUMENTARY & LONGFORM

- **Together Alone 2024** (Director/Editor, 30min Documentary) — Queensland Government / Broken Hill

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## AI-GENERATED & EMERGING MEDIA

- **AI-Powered Video Projects 2025** (Editor & Video Generation) — Reunion Media
- Experienced at leading-edge AI video generation using Kling, Google Veo 3 and Flux Pro image generation platforms.
- Developer of advanced AI-powered video workflows combining traditional editing, AI automation and generative content pipelines.
- Highly experienced builder of custom n8n automation workflows for AI-powered video, content processing, approval chains, and integrated AI production pipelines.

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## CHILDREN'S TELEVISION

- **Hanging With 2019** (Editor, 100 episodes) — Disney Channel

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**TECHNICAL SKILLS** - Avid Media Composer - Adobe Premiere Pro - Adobe After Effects - DaVinci Resolve - Kling Video Generation - Google Veo 3 Video Generation - Flux Image Generation - ComfyUI Advanced Workflow Creation - n8n AI Automation & Workflow Design - Unreal Engine 5 (3D Animation - Intermediate Level)

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## EDUCATION

Bachelor of Fine Arts (Film and Television) — Queensland University of Technology

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**REFERENCES** - Sam Downs — Agent, RMK — +61 8458 1308 - Jimmy Foggo — Eureka, Sydney — 0404 838 118 - Lutfi Hady — Moving Images Sydney — 0403 604 677 — [lutfi@movingimagessydney.com](mailto:lutfi@movingimagessydney.com)