

Serena Stevenson

**Photographer, film Director/Producer,
creative business owner.**

PERSONAL SUMMARY

An enthusiastically bright photographer, director, producer, innovator who has gained 20 years experience in a variety of productions in commercial, and contemporary photography and film. I enjoy bringing people together to create a unique experience for any audience. My passion for story telling leads from an eclectic upbringing that celebrated the creative culture of Auckland and beyond. I have a long track record of ensuring projects are delivered to the highest quality, within budget by effectively organising, managing, and utilising all resources. I lead effectively by inspiring a team to deliver where high standards both technically and creatively, in commercial, industrial, creative, community, educational, and cultural projects. Through effective communication skills, managing clear goals to measure and implement innovative approaches to initiatives across multiple platforms. I am an innovative practitioner, leading the way shaping traditional photography and motion. I'm a highly motivated professional that works well alone and with a team.

AREAS OF EXPERTISE

Multimedia production

Photography and Film Making

Project budget planning

Creative entrepreneur

Facilitation and teaching

*Internal and external
communications*

Pitching and sales

Project time management

Collaborative strategy

*Communications and campaign
design*

Leadership

Cultural relations

Story Boarding

CAREER STATEMENT

“Attention to the needs of the team balanced with stakeholders expectations is key to a successful production. I incorporate multi functional skills in communication where voice of all involved is paid close attention. Diversity is in Auckland through its people and their stories, both commercial brands and their customers. Reaching and connecting these groups is what I am good at. My innovative approach means I have an extensive portfolio in areas of creative project implementation across all areas of genre and business.”

Serena Stevenson

CAREER HISTORY

(Big VOICE LTD) Serena Stevenson Ltd - intra-disciplinary/Content design Company. FOUNDER / DIRECTOR 2008 – 2016

CEO, producer, director, project designer, head creative on all community and commercial projects both locally in New Zealand and Internationally. This role included commercial budget planning, sales, costing to ensure a team of professionals delivered the project within time frame.

Duties:

- Responsible for sales, marketing and communications.
- Preparing Project Initiation Documentation.
- Preparing budgets, costing, estimating and planning projects.
- Writing details project treatments, and reports.
- Networking with extensive industry connections.
- Tracking activities against project plans.
- Working and leading diverse design teams.
- Presenting for business, community and educational initiatives
- Event management.
- Updating project plans to agreed changes.
- Networking in familiar and new professional groups.
- Leading innovation in the field of Transmedia design and story telling.
- Project debrief reporting status of customer interaction through met budgets.
- Production team development from idea to market.
- Financial report.
- Project planning from cost to audience interaction.
- Designing new innovative communication strategy's.
- Project pitching.
- Investment funding pitching.
- Industry Transmedia specialist.

PERSONAL STATEMENT

"I'm very adept at engaging with business and sector development both locally and Internationally.

Gaining skills in active participation and involvement - business development, detailing project sales/ production and budget management. I am very good at taking the strategic objectives of a brand story and applying the practicality and creativity required to make it happen - concept through to implementation and completion. I believe there is story in everything, with the right technical ability and creative vision anything is possible.

I love working with people from all walks of life."

Serena Stevenson.

Serena Giovanna Stevenson Creative

PRODUCER / DIRECTOR / PRODUCTION MANAGER 1995 – Present

Business owner, commercial photographer (editorial and advertising), international exhibiting artist, commercial film/video producer, director.

Producing commissioned /non-commissioned commercial projects for the public and private sectors.

Duties:

- Planning, assigning, and directing production work.
- Photography, film directing and producing on location, studio, local and international.
- Pitching, treatment, production to potential clients.
- Video: DOP, Camera operator for TV, cinema, online, environmental installation.
- Installation and exhibition curation and production.
- Staff management.
- Identifying change and co-ordinating and managing the delivery of change.
- Creating production budgets, creative pitching, funding, sponsorship proposals.
- Hiring staff, contractors, freelance designers, including writing contracts.
- Sales, marketing, advertising.
- Project assessment, managing problems, ensuring stakeholders are looked after.

Personal attributes

- Possessing a responsible attitude, tact, patience, and courtesy.
- Comfortable working on numerous, smaller size pieces of work.
- Ability to operate under pressure and deliver to demanding deadlines.
- Technical and creative problem solving.
- Passionately inspiring teacher.
- Able to self start own improvement initiatives.
- Good team player.
- Capable of working under limited supervision.
- Motivating Project or Programme teams to own and complete tasks assigned to them.
- Conflict management and prioritisation skills.

PERSONAL SKILLS

*Photography, multimedia
Film teaching*

Inspiring

Passionate

Good communication

Confident

Flexible and adaptable

Solution orientated

Decision making

Relationship building

Positive attitude

Hard working

Compassionate

*Attention to unique student
needs*

Contract Lecturer

AUT University Lecturer

MULTI MEDIA PHOTOJOURNALISM 2009 - 2011

***Toi Ora Live Arts Trust – Provides workshops and platforms
for alternative arts communities***

PROJECT MANAGER / FACILITATOR 2013 – 2015

UNITEC communications lecturer

DIGITAL TOOLS AND TECHNOLOGY Semester one 2015

Introduced, wrote and taught Mulitmedia Photojournalism to third years at AUT for 5 years before leaving to live in Germany.

Lecturer at Unitec Auckland, teaching existing paper, digital tools and technology to first years. Creating Immersive interactive projects for Auckland Museum audience.

Designed and implemented digital story telling workshops and programs for Mental health sector and youth development. Qualitative research based programme NCEA approved and accredited. Workshop manager heading a team of facilitators. Achieving goals met to Council and a Alt Ed organisations. Working closely with youth on developing a documentary project titled, 'Humans of Hendo'. My involvement entailed the development of a programme that engages at risk and vulnerable young people, I developed a multimedia storytelling project and contributed to the overall programme development and evaluation

Duties:

- Project plan development.
- Meet needs of budget plan.
- Liaise with a detailed team of trainers, teachers, coordinators, facilitators, students.
- Community research.
- Working with diverse cultural backgrounds.
- Part of a team designing a programme for Collective impact research.
- Research and course development
- Student critique and assessment
- Direct delivery/interaction of the project.

PROFESSIONAL

Microsoft efficient

Creative Suite CC

InDesign

Photoshop

Light Room

Premiere Pro

Final Cut Pro

Exhibition curating and design

*Installation design and
production*

Multi media production

Project Mapping

Basic Te Reo Maori

*Detailed Knowledge of Treaty of
Treaty of Waitangi Principles*

Presentation Speaker

University Lecturer

Basic German Language

Professional Attributes

Creative applications

- Knowledge in developing and administering resource plans and budgets.
- Strong verbal and written communication skills.
- Computer literate, with high level of competence in the use of the Adobe Creative Suite of tools, Photoshop, Light Room, InDesign.
- Computer skills in Microsoft, Power Point, Word.
- Full systems development lifecycle experience from requirements gathering through design, testing and deployment.

Keys areas of expertise

Video, Transmedia Director and Producer, curatorial experience, event project planning, campaign design, creative direction, creative industry project and business development, public speaking, sales, budgets, sponsorship, presentations, symposiums, tutorials, and workshops, both locally and Internationally.

Clients and international profile

Commercial clients; Air NZ, Vodafone, Auckland Live, Q Theatre, Jump Board Productions, Auckland Art Fair, Splore Festival, Auckland Arts Regional Trust, Auckland Council, Colours Group, Rolling Stone Australia, Metro, North and South, Cleo, FQ, Good Magazine, Cuisine Magazine

Film screening and exhibition installations:

Moko Art Of Nature, **De Young Museum San Francisco** 2014

Face Value, Toured widely in Australia 2012

Face Value, Canterbury, Waikato, Pataka, Te Papa Museums 2011

Face Value inclusion for permanent show titled '*Facing the Sea*'.

Scotland National Museum. 2011

Global screening **National Geographic Channel**, 'Off The Map' 2005

ACADEMIC QUALIFICATIONS AND AWARDS

Mdes with Merit, Masters in Design by Research.
Unitec Design School

Intra – disciplinary participatory story telling project
2008 – 2010

Arts Regional Trust AVP
Creative Entrepreneur
Award Programme 2010

Cathay Pacific Travel Photographer
of the year award 2005

Photographer of the year Award 2000

M.I.L.K Award 2000

REFERENCES

Available on request