



Charlie Masters

Director / Content Writer

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SELECTED WORK EXAMPLES*

CLIENT	PRODUCTION	PRODUCTION CO / AGENCY
CITY OF MELBOURNE Power Melbourne	5 ad campaign to promote the use of sustainable energy stored in batteries.	SPILT MILK CONTENT
PORSCHE Cayenne X Torah Bright	Micro documentary starring Olympic Gold medallist Torah Bright and her Porsche Cayenne.	SPILT MILK CONTENT DDB/ MANGO
DAIRY AUSTRALIA Women Who Dairy	Charming content testimonial featuring actual female dairy farmers promote Aussie cheese.	SPILT MILK CONTENT DDB/ MANGO
VISIT VICTORIA Brae & Attica Restaurants	Micro-documentary promos featuring world class restaurants Brae and Attica.	SPILT MILK CONTENT
FORD Ranger & Everest Accessories	3 x content promos for the Ford Ranger & Everest accessory range,	SPILT MILK CONTENT BLUE
X BOX Forza Horizon 3	Digital content promoting the launch of the X Box driving game on the Great Ocean Road.	SPILT MILK CONTENT OGILVY
TOYO TIRES AFL & BBL	3 x comedy videos promoting regular tyre checks featuring GWS Giants & Sydney 6ers.	SPILT MILK CONTENT NGM
AUSTRALIA POST Regional Pitchfest	Comedy content promotion for Australia Post's Regional Pitchfest competition.	THE DIRECTOR'S GROUP Y&R
PARKS VICTORIA Grampians Peak Trail	Multi-advert campaign highlighting the new GPT hiking trails over several years.	SPILT MILK CONTENT
HEADSPACE I love you	3 case study videos from Headspace mentors about their own LGBTIQA+ experiences.	SPILT MILK CONTENT
BANK AUSTRALIA Collingwood Roller Disco	Micro documentary showcasing the positive results of Bank Australia community grants.	THE DIRECTOR'S GROUP THE SHANNON COMPANY
MELBOURNE STORM NRL Membership Drive	Digital Marketing campaign promotion for Melbourne Storm's membership drive 2017.	SPILT MILK CONTENT
CANVA Express Yourself	LGBTIQA+ inspired brand video celebrating Canva design App.	SPILT MILK CONTENT
BEGA HONEY Queen Bee Honey	Micro documentary highlighting importance of Queen Bee population for honey production.	SPILT MILK CONTENT THINKERBELLE
MELBOURNE METRO TRAINS Next Generation Trains	Micro documentary showcasing the production of the new generation of Melbourne's metro trains.	SPILT MILK CONTENT OPR
GREY GOOSE VODKA Sarah Todd Cocktails	Series of content videos featuring celebrity chef Sarah Todd making Grey Goose cocktails.	SPILT MILK CONTENT OPR
HERBALIFE NUTRITION New Year, New You!	Brand film for Herbalife Nutrition for a new range of nutrition products.	PUNCHY DIGITAL
LISTERINE GO TABS Hummus Breath	Comedy content piece that unleashes comedian / influencer Alan Tsubula upon Bondi's bad breath!	SPILT MILK CONTENT OGILVY
AUSTRALIAN EGGS Merv Hughes Ashes	Series of comedy content promos featuring Merv Hughes 'watching the Ashes' experience.	SPILT MILK CONTENT OGILVY
NANDOS Tropical Range	Series of crazy 'thumb-stopper' videos promoting Nando's Tropical Range.	SPILT MILK CONTENT
SPALDING Training Aids 360	A series of 360 videos promoting Spalding training aids featuring NBA star Dellavedova.	SPILT MILK CONTENT iD COLLECTIVE
ACCENTURE Future Trends	Digital Content piece predicting the impact of new technology on businesses.	SPILT MILK CONTENT KING CONTENT
IKEA Global Range	7 viral & web content promo films for IKEA featuring a range of new products.	JUGGERNAUT
MICROSOFT Tech Ed Conference	Viral promotion for Microsoft developer's Tech Ed Conference in Barcelona.	FITCH LIVE Y&R (London)
BETFAIR Still Got It	Viral web series featuring international cricketers Phil Tufnel & Jason "Dizzie" Gillespie.	JACKBOX TV



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A BIT ABOUT ME...

Having cast-off my London shackles, I now have almost 10 years' experience as a Melbourne based director / writer.

Comfortable working in any film making environment, I have the experience, range and appetite to take on the multi-faceted requirements that digital and TV advertising throw down.

From idea to upload – I bring an agile, affable and can-do approach to all stages of production and delight in taking challenging briefs and crafting them into compelling campaigns.

“You're only as good as your last job” is an ethos I hang my hat on. ALL productions undertaken are treated with the full care and attention they deserve, no matter the brand or budget.

Preferred genres include comedy and micro-documentary or anything with a potent narrative to convey!

I've always been an advocate that the creative process is best when sharp minds come together but I'm also equipped to devise, develop and deliver video content from the simplest of briefs in almost any genre.

I look forward to any opportunity to promote your brand, elevate your concept, tell your story, make great ads with you or just say 'G'day', so please feel free to get in touch.

AND SOME BACKGROUND...

After graduating from University of California, Berkeley with a degree in Film Studies, I worked at a London film studio with an in-house production company, FILMED LTD and gained experience in all departments before going freelance.

During that time, I started making low budget music videos, short films, idents and my own test ads.

With the advent of content advertising, I was well positioned to start directing professionally for London production companies: Fitch Live, Splice TV, Revolver Films, Juggernaut, Filmed Ltd., Serious Pictures, Jackbox and for clients direct.

Those years cutting my teeth on the production floor equipped me to take on challenges that arose in the early days of content creation which also gave me the opportunity to have some creative influence which got me into writing.

I came to Australia in 2015 to travel and surf for three months and never looked back!

After getting a foot in the door, I have worked for Spilt Milk Content, TDG, Punchy Digital and freelance where I've had the opportunity to create content for a range of great Aussie brands, clients and agencies across various categories.

Agencies include: DDB, Ogilvy, Thinkerbell, Y&R and subsidiaries but also PR/ Comms agencies and clients directly.

*More credits and further details available on request.