



## Charlie Masters CV

Director / Copywriter

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Showreel: [charliemasters.com](http://charliemasters.com)

### A BIT ABOUT ME...

A Melbourne based video content Director & Copywriter of TVC's, branded content videos, online adverts, micro-documentary promos, idents, virals, corporate videos...and most things between and beyond!

Adept at crafting and scripting concepts from the simplest of briefs into compelling video content that remain in the mind.

Equally happy executing ads in the traditional sense by bringing existing concepts to life on screen.

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

From idea to upload – I bring an agile, affable and can-do approach to all stages of production while always striving to maximise production value for my clients. For me, film production is about the journey AND the destination.

I'm a big advocate that the best creative outcomes result from harmonious working relationships. ALL productions undertaken are treated with the full care and attention they deserve no matter the budget or the client.

Preferred genres include comedy and micro-documentary or anything with a potent narrative to convey! Other categories include: automotive, lifestyle, tourism, sustainability, sports, testimonials, stylised interviews and beyond.

In my opinion, the creative process is most mighty when sharp minds come together. I am also equipped to devise, develop and deliver video content from simple briefs in almost any category/ 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 "Hello", so please feel free to get in touch at [www.charliemasters.com](http://www.charliemasters.com).

### & 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, gaining experience in all departments before going freelance.

During that time, I started directing music videos, short films, idents and viral ads.

With the advent of content advertising, I was well positioned to start directing full time 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 earlier days of content creation which also gave me the opportunity to have creative influence which got me into copywriting.

I came to Australia in 2014 to travel, meet family 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, Jam TV and freelance where I've had the opportunity to create content for a range of top brands, clients and agencies across various categories.

Agencies include: DDB, Ogilvy, Thinkerbell, Y&R, Edelman and subsidiaries, various PR/ Comms agencies and clients direct to name a few.

\*Below are a few credit examples of some great brands I've teamed up with – more are available on request! As with all things in creative professions, the proof is in the pudding, so please find my showreel @ [www.charliemasters.com](http://www.charliemasters.com)

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<b>CLIENT</b>	<b>PRODUCTION</b>	<b>PRODUCTION CO / AGENCY</b>
<b>CITY OF MELBOURNE</b> Power Melbourne	5 ad campaign to promote the use of sustainable energy stored in batteries.	SPILT MILK CONTENT COM
<b>PORSCHE</b> Cayenne X Torah Bright	Micro documentary starring Olympic Gold medallist Torah Bright and her Porsche Cayenne.	SPILT MILK CONTENT DDB/ MANGO
<b>DAIRY AUSTRALIA</b> Women Who Dairy	Charming content testimonial featuring actual female dairy farmers promote Aussie cheese.	SPILT MILK CONTENT DDB/ MANGO
<b>BUPA X CARLTON FC</b> Feel Good Health Catch On	5 x TVCs campaign featuring Carlton FC players Charlie Curnow & Jack Silvagni.	JAM TV CHANNEL 7
<b>FORD</b> Ranger & Everest Accessories	3 x content promos for the Ford Ranger & Everest accessory range,	SPILT MILK CONTENT BLUE
<b>X BOX</b> Forza Horizon 3	Digital content promoting the launch of the X Box driving game on the Great Ocean Road.	SPILT MILK CONTENT OGILVY
<b>TOYO TIRES</b> AFL & BBL	3 x comedy videos promoting regular tyre checks featuring GWS Giants & Sydney 6ers.	SPILT MILK CONTENT NGM
<b>AUSTRALIA POST</b> Regional Pitchfest	Comedy content promotion for Australia Post's Regional Pitchfest competition.	THE DIRECTOR'S GROUP Y&R
<b>PARKS VICTORIA</b> Grampians Peak Trail	Multi-advert campaign highlighting the new GPT hiking trails over several years.	SPILT MILK CONTENT
<b>ALLIED HEALTH</b> Have it All	1 x Brand film & 3 x case study talent proposition videos to attract medical professionals.	GRINDSTONE
<b>BANK AUSTRALIA</b> Collingwood Roller Disco	Micro documentary showcasing the positive results of Bank Australia community grants.	THE DIRECTOR'S GROUP THE SHANNON COMPANY
<b>HEWLETT PACKARD</b> Print Pals	Working with neuro divergent children to promote the use of Print Pals as a communication enabler.	SPILT MILK CONTENT EDELMAN
<b>CANVA</b> Express Yourself	LGBTIQA+ inspired brand video celebrating Canva design App.	SPILT MILK CONTENT
<b>BEGA HONEY</b> Queen Bee Honey	Micro documentary highlighting importance of Queen Bee population for honey production.	SPILT MILK CONTENT THINKERBELLE
<b>MELBOURNE METRO TRAINS</b> Next Generation Trains	Micro documentary showcasing the production of the new generation of Melbourne's metro trains.	SPILT MILK CONTENT OPR
<b>GREY GOOSE VODKA</b> Chef Sarah Todd	Series of content videos featuring celebrity chef Sarah Todd making Grey Goose cocktails.	SPILT MILK CONTENT OPR
<b>HERBALIFE NUTRITION</b> New Year, New You!	Brand film for Herbalife Nutrition for a new range of nutrition products.	PUNCHY DIGITAL CM
<b>LISTERINE GO TABS</b> Say No to Bad Breath	Comedy content piece that unleashes comedian / influencer Alan Tsbula upon Bondi's bad breath!	SPILT MILK CONTENT OGILVY
<b>AUSTRALIAN EGGS</b> Merv Hughes Ashes	Series of comedy content promos featuring Merv Hughes 'watching the Ashes' experience.	SPILT MILK CONTENT OGILVY
<b>NANDOS</b> Tropical Range	Series of crazy 'thumb-stopper' videos promoting Nando's Tropical Range.	SPILT MILK CONTENT CM
<b>SPALDING</b> Training Aids 360	A series of 360 videos promoting Spalding training aids featuring NBA star Dellavedova.	SPILT MILK CONTENT iD COLLECTIVE
<b>ACCENTURE</b> Future Trends	Digital Content piece predicting the impact of new technology on businesses.	SPILT MILK CONTENT KING CONTENT
<b>IKEA</b> Global Range	7 viral & web content promo films for IKEA featuring a range of new products.	JUGGERNAUT
<b>MICROSOFT</b> Tech Ed Conference	Viral promotion for Microsoft developer's Tech Ed Conference in Barcelona.	FITCH LIVE Y&R (London)
<b>BETFAIR</b> Still Got It	Viral web series featuring international cricketers Phil Tufnel & Jason "Dizzie" Gillespie.	JACKBOX TV