



Charlie Masters CV

Director / Copywriter

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masters_charlie@hotmail.com

Showreel: charliemasters.com



ABOUT ME...

I'm a Melbourne based video advertising Director & Copywriter of TVC's and online adverts including: digital campaigns, branded content, micro-documentary, messaging promotions, animation and corporate storytelling.

Adept at scripting, developing and directing concepts from simple briefs into compelling video content. Equally assured at bringing existing creative concepts to life on screen with a collaborative production approach.

I believe that the best creative outcomes result when sharp, ambitious minds come together in positive environments with a common creative goal. All film productions should be about the destination AND the journey.

From idea to sign-off, I am well equipped to take on the multi-faceted challenges that advertising throws down.

With extensive experience across both traditional TVCs and digital content production; I bring an agile, affable and can-do approach, ensuring campaigns reach their potential with full creative care and maximum production value.

I'm particularly drawn to comedy, micro-documentary or anything with a potent narrative to convey. Other categories include: automotive, lifestyle, tourism, sustainability, sport, testimonials, stylised interviews and more!

As a copywriter, I devise strategic creative concepts into innovative, audience-led film campaigns across many genres.

Above all, I delight in helping brands tell meaningful stories, elevate their concept or showcase their message to consistently deliver compelling video campaigns that impact and influence target audiences.

& SOME BACKGROUND...

During many years of experience working in advertising production globally, I've been fortunate enough to work in Europe, US and UK for production companies such as Fitch Live, Serious Pictures, Salt, Revolver Films, and Splice TV.

Since returning to Australia in 2014, I've had the pleasure to collaborate with top agencies DDB, Ogilvy, Thinkerbell, Y&R, ID and Edelman to effect great ideas, creative vision and human stories on screen for leading global brands.

Working with production companies such as Spilt Milk Content, TDG, Punchy Digital and Jam TV has allowed me to spread my wings into creative copywriting where I've devised, developed and delivered compelling video campaigns.

Below are a few select credits for some great brands and agencies I've teamed up with. As with all things creative, the proof is in the pudding, so please take a moment to view my showreel on the link below:

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SELECTED WORK EXAMPLES

CLIENT	PRODUCTION SYNOPSIS	PRODUCTION CO / AGENCY
CITY OF MELBOURNE Power Melbourne	5 ad campaign to promote the use of sustainable energy stored in batteries.	SPILT MILK CONTENT COM
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
BUPA X CARLTON FC Feel Good Health Catch On	5 x TVCs campaign featuring Carlton FC players Charlie Curnow & Jack Silvagni.	JAM TV CHANNEL 7
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
ALLIED HEALTH Have it All	1 x Brand film & 3 x case study talent proposition videos to attract medical professionals.	GRINDSTONE
BANK AUSTRALIA Collingwood Roller Disco	Micro documentary showcasing the positive results of Bank Australia community grants.	THE DIRECTOR'S GROUP THE SHANNON COMPANY
HEWLETT PACKARD Print Pals	Working with neuro divergent children to promote the use of Print Pals as a communication enabler.	SPILT MILK CONTENT EDELMAN
CANVA Express Yourself	LGBTIQA+ inspired brand video celebrating Canva design App.	SPILT MILK CONTENT
BEGA 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 Chef Sarah Todd	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 CM
LISTERINE GO TABS Say No to Bad 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 CM
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)

Languages: Spanish, French & Italian.