

DARCEY CHERUBINI

MULTIMEDIA EXECUTIVE PRODUCER

At heart a storyteller, a gifted communicator, and an instinctive negotiator, Darcey has combined these skills to optimum purpose and forged a distinguished career as an international producer of audiovisual materials for all media.

For many years, Darcey has honed her skills from the lowest general entry-level position through every step of the production hierarchy including 10 years as executive producer at JWT, New York and 9+ years running her own global production consultancy in AsiaPacific and Latin America.

In 2010, aware of the global shift in advertising, she moved to Argentina, where she based her global production consultancy from Buenos Aires, South America's centre of production.

Since returned to Australia, the self-described “production animal”, Darcey has been keenly engaged in the next challenge of her career, refocused in the dynamic AsiaPacific, her home region including weathering the pandemic.

Contact: (+61-406) 426 953 mobile

For videography, filmography and reels: www.darceycherubini.com

DARCEY CHERUBINI

Profile

Born - Papua New Guinea, Oceania

Nationality - Australian, married.

Work permits – Australia, USA, Singapore & Argentina

Languages – English, Italian, working Spanish & French

Chronological History – film production :

2020-2022

2.5 years Global Production Consultant – Multimedia Producer, AsiaPacific

2010-2019

6 years Global Production Consultant – Multimedia Producer, AsiaPacific

0.5 years PostProduction Consultant – Executive Producer, Sydney, Australia

1.5 years Production Consultant/International Production Services industry – Executive Producer, Argentina, LatAm

1.5 years Production Consultant – Executive Producer, Singapore, ASIA

2000-2009*

4 years Agency Producer – Executive Producer, USA

3 years Agency Producer – Director of Production, USA

2.5 years Agency Producer – Integrated Director of Production, USA

1990-1999

3 years Agency Producer – Head of TV, Australia

3 years Senior Regional Producer –tv spots – Asia/Australia/New Zealand

1.5 years – Senior Visual Effects Producer –tv spots – Australia

2.5 years Agency Producer – Regional Head of TV, Asia

0.5 years Agency Producer – Head of Broadcast, USA

1980-1989

1.5 years Production Assistant –tv spots, & feature films - Australia

0.5 years Production Secretary – documentaries - Australia

2 years Production Coordinator – feature films, tv mini-series, & tv spots – Australia & New Zealand

2 years Production Manager – feature films, tv mini-series, documentaries, & tv spots – Australia & New Zealand

1 year Line Producer – tv mini-series, & documentaries - Australia

2 years Producer –tv spots – Australia & New Zealand

*** September 2006 – awarded Boards International's Inaugural AWE -
“Advertising Woman of Excellence” Award**

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Advertising Agency History

Staff or Contract agency producer (in order);

OMON, Sydney - Head of Production

Batey Ads, Singapore - Director of Broadcast

BBH, AsiaPacific, Singapore - Head of Production

BBDO/The Hub, Hong Kong - relieving Head of Production

Publicis/Burrell, Chicago - Director of BroadCast/VP

JWT, New York – Integrated Director of Production/Senior VP

Freelance projects as agency producer (A-Z);

Batey Kazoo, Sydney

BBDO, Sydney

Commonwealth/McCann, Detroit USA; & AsiaPac, Singapore

DDB, Needham, Sydney

DMB&B, Sydney

EURO RSCG, Singapore

Hogarth Worldwide, Singapore

JWT, Sydney; Singapore; Tokyo; & Shanghai

Leo Burnett, Sydney

McCann Erickson, Sydney

Magnus, Nankervis & Curl, Sydney

MOJO, Sydney

Ogilvy & Mather, Sydney; Singapore; & Japan

Y&R, Sydney

Education

Primary – Rabaul, Papua New Guinea;

Secondary – Sydney, Australia;

Tertiary – Sydney, Australia; London, Britain; Milan & Florence, Italy; New York, USA;

- Sydney Business College, Office Administration Certificate, Australia;
- IATA Travel Agent Certificate, Australia;
- Societe Alliance Francais, French Intermediate Level Certificate; Australia;
- Stage, Film & Theatre Craft Certificate, 3Arts College, Australia;
- Film Production Management Certificate, A.F.T.V.R.S, Australia;
- Stage Management Certificate, Old Tote Theatre, Australia;
- Istituto di Cultura Italiano, Italian Elementary level Certificate; Australia.
- Istituto di Cultura Italiano, Italian Intermediate level Certificate; Singapore.
- Theatre Management Diploma, Studio 68, UK;
- London International Film School, Production Diploma, UK.
- Opera internship (training completion), Teatro La Scala Milano, Italy;
- Italian Language College, Intermediate Level Certificate, Florence, Italy.
- Corporate Compliance in Management Certificate, New York State, USA;
- Workplace Sexual Harassment Training Certificate, USA;
- Workplace Discrimination Awareness Training Certificate, USA.
- Argentine Spanish (Castellano) Intermediate level, Buenos Aires, Argentina.

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