

# DARCEY CHERUBINI

## MULTIMEDIA EXECUTIVE PRODUCER

### **Key Skills**

- global knowledge: worked across 5 continents, speaks several languages
- unique negotiator: outstanding results from challenging cultural clash issues
- excellent leadership: managing teams across multiple projects simultaneously
- superior interpersonal skills & proven excellent mentorship record
- strong judge of material: recognizing an idea worth development
- identifying opportunities for entertainment tie-ups with advertising brands
- persuasive presenter: passionate, convincing, plain-speaking, credible
- experienced with published branded content & transmedia assets
- highly developed audio & visual aesthetic
- exceptional producer: longform, shortform, radio, tv spots, digital, stills, events

### **July 2017 – present (5+ years) Asia**

Global Production Consultant – APR Company AsiaPac, Singapore

### **May 2017 – September 2017 (5 months) Asia**

Global Production Consultant – Ogilvy AsiaPac, Singapore

### **October 2016 – December 2016 (3 months) Australia**

Global Production Consultant - Acting HoP – JWT Pacific, Sydney

### **May 2016 – September 2016 (5 months) Asia**

Global Production Consultant – Grey, Singapore/Hogarth Asia/ME&A, Singapore

### **November 2015 – February 2016 (4 months) Asia**

Global Production Consultant – Ogilvy, Japan

### **February 2015 – June 2015 (5 months) Asia**

Global Production Consultant – Commonwealth Asia/ME&A, Singapore

### **May 2014 – October 2014 (3 months) Australia**

Digital Content Producer – BMF Advertising, Australia

### **November 2013 – January 2014 (3 months) Australia**

Global Production Consultant – Omnicom Media Group, AsiaPacific

### **September 2012 – February 2013 (6 months) Australia & USA**

Production Consultant – Executive Producer - Shortform, Animal Logic Australia

- subcontracted by CEO to assess feasibility of new global business venture
- developed marketing strategy to the industry in multiple target markets

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### **January 2011- June 2012 (18 months) Latin America**

#### Global Production Consultant – Executive Producer, Film Services, Argentina

- subcontracted to 3 local service companies in Buenos Aires: Altana Films, FilmPlanet & goodgate productions
- conducted marketing/sales trips to USA, UK & Europe showcasing Argentina as a filming destination for global advertising brands
- budgeted competitively to secure project to LatAm against global competitors
- interpreted directors' creative vision & adapted needs to local possible practical solution
- supervised multiple presentations of database locations & casting options
- briefed local vendors (casting, set design, costumiers, location scouts, equipment rental, labs) according to directors' creative vision; supervised & delivered to specifics
- managed international Client expectations against LatAm reality on location
- liaised between foreign English-speaking director's key team & local Spanish speaking film crew
- entertained visiting foreign Clients during their stay in Argentina
- actualized & reconciled budget; managed multiple currencies; monitored international invoicing & payment schedules

### **July 2009 – December 2010 (18 months) ASIA**

#### Global Production Consultant – Executive Producer, Singapore

- commissioned by JWT NEA to produce multimedia launch of new Unilever LUX beauty product range for 3 key Asian markets (Japan, South Korea, China)
- created & managed schedule for creation & delivery of multimedia digital assets in 4 languages; worked directly with brand managers in Japan & China
- presented to Global CMO Client/UniLever & sold through multimedia concept; US\$6.8mill budget; full timeline; & recommended vendor in only 2 meetings
- cast in London, LA & Prague; filmed in Czech Republic; edits & post in London; audiomixes in LA; online games constructed in Japan & China; digital in Japan; mobile apps in Japan;
- tv campaign released in Japan, Korea & China; cinema release of short film in Tokyo, Seoul & Shanghai; pr & live events in Tokyo, Seoul, Beijing & Shanghai
- pivotal asset (7 minute short film) released on jumbotrons, Huangpu Riverboat in Shanghai at the Bund (mobile) & Rapongi Hills in Tokyo on the same night
- online rewards game garnered record number of hits in Japan in week 1; product sold out in 11 days in Tokyo (no accurate statistics for online China)

### **January 2007- June 2009 (2 years, 6 months) USA**

#### Integrated Director of Production – JWT, New York.

- partnered with 3 other senior staffers (ECD, Director of Strategic Planning & Director of Business) to form the 'core team' of 4 responsible exclusively for the Macy's brand image nationwide
- this pilot programme was supremely successful for both the agency & the Client's business across the 3 successive years it operated

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- recruited & supervised a small, experienced production team of 7 (including 3 executive producers); responsible for managing annual TOS & payroll budget
- led them to deliver groundbreaking creative multimedia materials including the famous multi-celebrity campaigns for the giant retailer effectively transformed the brand's image overnight
- The 2008 Believe holiday season campaign results included Macy's collecting 1.1 million letters from Santa Mail Red Letter boxes located in Macy's stores that were then mailed to him through the U.S. Post Office "Operation Santa"
- Macy's made a matching \$ 1 million US contribution to the Make-A-Wish Foundation for the 1.1 million letters to Santa Claus collected in Macy's stores
- championed & developed the Holiday Season branded content CGI animated special 'Yes Virginia' for Make-A-Wish Foundation tie-in on CBS network
- 2009 holiday season impacts from the "Yes, Virginia" special broadcast were:
  - 1) "Yes, Virginia" reached more than 3.7 million U.S. television viewers;
  - 2) the associated pr effort resulted in a substantial lift in overall exposure during Macy's most critical season with 1.84 billion impressions generated;
  - 3) on the night of the show on December 11, 2009, "Yes, Virginia" was Google's No. 1 and No.4 hottest search terms;
  - 4) "Yes, Virginia" made TV Guide's coveted Hot List. Parents Television Council named it the Best TV Show of the Week;
  - 5) Macy's Holiday sales for the five-week period ending January 2, 2010, achieved retail sales goals: US\$4.4 billion in sales, a 1% growth in same-store sales, and 29% growth of Macys.com.

### **January 2003 – December 2006 (4 years) USA**

Co-Director of Production/Senior Partner – JWT, New York.

- executive produced international multimedia campaigns (Diageo brands)
- work was highly awarded creatively & returned immensely successful collective business results for those brands in several markets
- executive produced global relaunch of KPMG: 3 Units across 4 continents reporting to me; 8 calendar week schedule; US\$7mill budget; double-digit business growth results within 12 months after launch
- crafted the new internal 'pod' system for rebalanced allocation of production responsibilities across the entire creative department, with a strong emphasis on the nurtured supervision of ongoing professional development of agency production staffers
- 16-28 producers of all levels & multimedia disciplines at any time, including freelancers, reported to me; responsible for managing full group's TOS resource
- fully-trained 4 strong producers for international projects (1 person each year)
- this system was the wonder & envy of the New York city ad industry for both the number & quality of well-trained, professional graduates it launched into the production industry nationwide & internationally
- pitched & won Macy's national USA account, largely due to my personal input, which was rewarded by a generous bonus!
- September 2006 – awarded Boards International's Inaugural AWE - "Advertising Woman of Excellence" Award

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### **October 1999 – December 2002 (3 years, 3 months) USA**

#### Executive Producer/Partner – JWT, New York.

- 3rd creative partner with group ecd team on 7-9 specific international brands, including DeBeers, Smirnoff, Dasani, Quest & Sunsilk
- final responsibility for all audiovisual work produced for the group; supervisor to all producers engaged in projects for that creative group, staff & freelancers
- all the while produced challenging campaigns of my own across group brands
- the group flourished, winning many significant industry awards (AICP; DGA; Addy; Effy; NYOneShow; D&AD)
- the group pitched & delivered some of the strongest new business wins for the agency in this difficult historical period, totaling U\$54mill
- instigated the 'practical mentorship/trainee producer' arrangement into the department from early 2000; trained 5 producers (2 for international projects)
- in post 9/11 NYC, designed & ran the initial 'Producer's Training Camp' in the summer of 2002. This training programme became a fixture for the following years, evolving annually, alongside the changing mediascape.

### **Former relevant Career History – pre 2000**

Head of Broadcast, PublicisBurrell – Chicago, USA.

Regional Head of TV, Batey Ads; Establishing head of TV, BBH – Singapore;  
& Acting Regional Head of TV, BBDO – HongKong.

Visual Effects Producer, Animal Logic – Sydney, Australia.

Senior Regional Multimedia Producer – Ball Partnership/EURO RSCG – Singapore;  
& O&M – Singapore;

Senior Agency Producer - O&M/Batey Kazoo/ DMB&B – Sydney, Australia.

Head of TV, OMON – Sydney, Australia.

Agency Producer – Leo Burnett/O&M/MNC – Sydney, Australia.

### **Profile**

Born - Rabaul, Papua New Guinea. Oceania.

Nationality - Australian.

Languages – English, Italian, conversational French & Spanish;  
- plus PNG Tok Pisin & TSI Creole.

Current Work permits – Australia, Singapore & Argentina.

Current Home base – Australia.

Educated - PNG; Australia; Britain; & Italy.

**References from every continent available upon request.**

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For videography, filmography and reels: [www.darceycherubini.com](http://www.darceycherubini.com)