

# JAMES CRAMB

COMMERCIAL INTEGRATION • CHALLENGES & TRIALS RUNNER • PRODUCTION RUNNER •

## CONTACT

- ▷ 0402 737 233
- ▷ [jcramb@me.com](mailto:jcramb@me.com)
- ▷ Brisbane / Sydney

## SOCIALS

- ▷ [LinkedIn](#)
- ▷ [Instagram](#)

## EXPERTISE

- ▷ Project Management
- ▷ Team Leadership
- ▷ Business Administration
- ▷ Resource Planning
- ▷ Client Service Management
- ▷ Stakeholder Management
- ▷ Problem Solving
- ▷ Strong leadership skills
- ▷ Excellent communication
- ▷ Resourceful, creative, and Collaborative

## SKILLS

- ▷ Project Management
- ▷ Graphic Design
- ▷ Adobe Creative Suite
- ▷ Microsoft Office Suite (Excel, Word and PowerPoint)
- ▷ Adobe Acrobat digital (PDF Form creation)
- ▷ Analytics & Inventory Forecasting

## PROFILE

I'm a commercial integration professional with over 10 years' experience working in the broadcast - media industry developing successful creative ideas for multimillion dollar budgets. Recently, I have been working in production across top rating shows such as 'I'm A Celebrity Get Me Out Here' and 'Holly Moley Australia' assisting production teams on set ensuring all requirements are met. Additionally, I have the ability to work under pressure, deliver creative and eye-catching ideas while maintaining relationships dealing directly with local and international brands, executive teams and business stakeholders to ensure a smooth and successful production.

## EXPERIENCE

### I'M A CELEBRITY AU, SERIES 7 - ITV STUDIOS

Murwillumbah, NSW

Oct 20 > Dec 20

#### Challenges & Trials Production Runner

- ▷ Support challenge and trials crew, ensuring they are cared for throughout the duration of the production
- ▷ Shopper/Buyer support – ensuring all props, PPE and testing equipment is purchased and ready ahead of shoots.
- ▷ Testing challenges and trials in prototype phase /assisting AP's.
- ▷ Drive team and crew between shoot locations on-site/off-site Ensure petty cash reconciled and accounts are maintained in a timely manor.
- ▷ Ensure all props and testing equipment was covid-safe cleaned daily and charged ahead of each shoot day.

### HOLEY MOLEY AU, SERIES 1 - EUREKA PRODUCTIONS

Brisbane, QLD

Sept 20 > Oct 20

#### Talent/Contestant Chaperone & Production Runner

- ▷ Ensuring talent/contestants were looked after for the duration of their time on set.
- ▷ Ensuring talent/contestants were on-time at various set locations, liaising with wardrobe, audio and make-up to ensure a smooth production.
- ▷ Liaison with family and friends of contestants in crowd, travel and meal arrangements
- ▷ Support the production team and assist crew
- ▷ Coordinate transport and bus logistics for contents movements to the recording site.

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## EDUCATION

Earnshaw State College  
Brisbane, QLD

- 2005 - Graduated Grade 12
- 2005 - Certificate III in Multimedia Certificate III in 2005 - Business Administration

## INTERESTS

- Music
- Travelling
- Outdoors
- Health and Fitness
- Cultural Experiences
- Art and Photography

## EXPERIENCE

**NETWORK 10**  
Sydney, NSW

**June 17 > May 20**

**Digital Strategy & Brand Partnerships Manager**  
*Commercial Integration Producer*

I was responsible for strategic advertiser integration across Network 10's digital and social platforms. This senior role is the key point of contact for the content marketing and integration across all digital assets. This role oversaw the digital editorial team, digital sales, broadcast sales, executive production and external production companies to produce video and content solutions for brands to integrate with Network 10 tentpole programming.

- I'm A Celebrity, Get Me Out Of Here (ITV Studios)
- Australian Survivor (Endemol Shine)
- The Amazing Race (Eureka Productions)
- The Bachelor (Warner Bros.)
- The Bachelorette (Warner Bros.)
- Dancing With The Stars (Warner Bros./BBC)
- Playing For Keeps (Screentime)
- MasterChef Australia (Endemol Shine)
- The Masked Singer (Warner Bros)
- Neighbours (Freemantle)
- The Living Room (WTFN)
- The Project (Roving)

Responsibilities include;

- Effectively lead digital strategy, innovation and brand partnerships team across Network 10's assets: 10 play, 10 daily and social platforms to deliver a seamless experience for brands.
- Developing integration with broadcast teams to ensure viewers are receiving consistent brand messaging across TV, digital and social.
- Working with cross functional teams to launch, support and develop commercial digital integration
- Managing external relationships with multiple suppliers to deliver content led solutions that create an impact for clients and offer value to viewers of Network 10
- Drive premium revenue for the network through the digital strategic development of integrated opportunities
- Oversee the activation and implementation of digital sponsorships.

## REFERENCES

Elliot Luxton    Endemol Shine Australia    +61 423 810 938

~ Additional references available upon request.