

JACKDYCE

Curriculum Vitae

CONTACT

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[LinkedIn](#)

Sydney, Australia

PROFILE

Versatile media professional who has accrued experience working in various facets of the entertainment and marketing industry.

Whilst studying I was afforded the opportunity to work within the television production industry, contributing to the creation of various unscripted and documentary style formats. Upon graduation, I moved into an administrative assistant position within the business management division of a media agency. This role involved providing client services to the marketing departments of airlines and financial services clients, assisting the planning, administration, and multi-channel roll out of traditional and digital campaigns. More recently, I had the opportunity to assume a solutions role in a digital entertainment and media platform where I navigated the dynamic landscape of digital solutions for clients and agencies operating throughout the Japan Asia Pacific region.

These experiences coupled with my time studying at university have allowed me to develop proficiencies in communication, relationship management, the administration and execution of advertising campaigns, post campaign analysis and generation of audience insights, content production and communications strategy.

EDUCATION

Bachelor Of Arts

UNSW

2018-2021

Majored in Media Culture
Technology
Minored in Studies in Psychology

Graduate Diploma in Psychology

University Of Adelaide

Commencing studies in 2024

WORK EXPERIENCE

Solutions Executive

August - October 2023

Azerion

Generated campaign reporting and communicated performance to internal teams, clients and agencies across JAPAC.
Liaised with global teams to resolve system issues related to the roll out of new products.
Provided solutions strategies to media agencies, clients and publishers across the JAPAC region.
Resolved campaign delivery discrepancies with agencies, clients and publishers.
Reported to management, helping to execute digital brand advertising campaigns across JAPAC.

Media Assistant

February 2022 - July 2023

OMD Sydney

Coordinated, tracked and reported on campaign activity for an account that bills in excess of \$28 million annually.
Engaged in a research projects that uncovered new opportunities to diversify media spend and put these channel recommendations forward to the client.
Implemented monthly financial processes, generated live reports, developed specification documents, created material instructions, contributed to the production of post campaign analysis reports and delivered these documents to the client and internal teams.

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VOLUNTEER EXPERIENCE

Health & Wellness Pillar

OMD

This volunteer position involved mediating between internal management and external media publishers, to plan Health & Wellness promoting initiatives for all Sydney OMD staff. The process encompassed obtaining budget approval, scheduling event dates, developing promotional material and disseminating internal communications to raise awareness and participation, as well as managing the logistical roll out of various H&W events.

Lunch & Learn Coordinator

OMD

This volunteer position involved liaising with media publishers to facilitate Learning & Development opportunities for OMD staff.

Podcast Producer

This volunteer position involves supporting a podcast host with the role out of a new podcast format that. Duties include administrative support, content generation, coordinating podcast guests, editing support, and providing publishing support.

February 2022 - July 2023

OMD Sydney

Led processes and facilitated communication between the client, vendors, and other departments within the agency. Collaborated with the Account Manager and Account Director to provide campaign planning services to the client and generated Reach & Frequency for traditional media channels. Developed quarterly competitive reports by extracting, compiling, and visually representing data in order to communicate category trends and competitor activity in market. Liaised with clients and media vendors to coordinate editing, approval and delivery of assets across print, radio and out of home media formats.

Production Runner & Field Producer

December 2022 & 2023

Active TV

Worked closely with the Marketing team, Social team, AV crew, Talent Management team, Events team and Presenter to produce coverage of an annually televised live event. Partners featured included: Disney, Destination Canada, New Idea and The Salvation Army, NSW Gov, The Botanical Gardens Sydney and 7 West Media. Produced live coverage of red-carpet talent interviews and event

Production Runner

2018

Warner Brothers Television Australia

Worked closely with the production office to support the recording of a lifestyle documentary television series. Managed minor production finances. Transported cast and crew. Wrangled talent to ensure availability and timely arrival on set. Managed production supplies, keeping inventory, placing orders, and organising transport between head office, filming locations and accommodation locations.

Production Coordinator

2016

Playmaker Media

Assisted the production team with sourcing crew and casting talent for a reality television proof-of-concept. Coordinated scheduling of filming dates and locations. Organised production resources for crew, cast and production teams. Assembled production plan and schedules for filming days. Assisted the booking of filming locations, arranged transport for cast and crew, and logged relevant data for cast and crew remuneration.
