



Marilyn McFadyen

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professional profile

*Producer/ Director – experience concentrated in documentary and corporate production
Managing stakeholder relationships, delivering digital content to brief, on time and on budget,
while maintaining high production values and effective story-telling
Logistical management skills proven in production planning and field direction of international
crews
Team leader, responsible for staff skills development
Creative, self-motivated, well organised, with a lateral approach to problem solving
Excellent interpersonal and communication skills.*

employment history

2004 – present

..: LITTLE CRACKER PRODUCTIONS (SINGAPORE and NEW ZEALAND):

*Producer / Director - developing, producing and directing documentaries for international
broadcast and corporate communications in Asia / Pacific.*

*Broadcast clients include BBC, National Geographic, Discovery, Animal Planet, History Channel
and CNN (see attached filmography)*

*Corporate clients - Sony Corporation, Samsung, Singapore Airlines, Brother, Aichi, Tourism
Boards of Singapore, Indonesia and Cambodia, the Government of Japan.*

*Recent NZ corporate clients include Genesis Energy, Radical Fitness, Novartis and New Zealand
Career College*

*2014 – Wrote, produced and directed 15 minute documentary for IWTMA, the Wind Turbine
Manufacturers' Association of India*

*2013 - Field Director, documentary for Possible Dreams International, a Melbourne based non-
government organization working with rural poverty and HIV/AIDS in Swaziland. Shot in
Swaziland and Melbourne*

*2012-2013 - Researcher / Writer on TVNZ daily lifestyle programme “Good Morning” Sole
responsibility for researching and writing three hours of live television content every week*

*Feb - April 2011, Auckland, NZ - developed and directed the pilot episode of a TV series to be
pitched in NZ and USA.*

Sept 2002 – 2004

..: WORLD ENTERTAINMENT TELEVISION (SINGAPORE): Producer

*Part of the World Sport Television group. Responsible for developing and producing
documentaries for Asian and international markets.*

- May 2000 –
Sept 2002 *..: LITTLE CRACKER PRODUCTIONS (SINGAPORE): Company Director*
Conceptualising and producing documentary, corporate and promotional projects for broadcast and business clients around Asia
- Jan 1999 - May 2000 *..: SONY AXN (SINGAPORE): Senior Producer/Interim Creative Director (India / East Asia)*
Consulted on operational and post-production facility restructuring, improving workflow and productivity.
Devised and produced monthly promo allocation document (inclusive of creative briefs).
Led local team in script development, audience identification and promotion targeting.
Supervised all stages of production.
Liaised with the programming and marketing departments, advising on on air promotional strategies and scheduling, pitching ideas and developing on air campaigns, image spots and tie-in competitions.
Researched, wrote and produced full allocation of my own promos, operated Avid editing system, directed voiceover talent (multi-language) and operations staff.
October to December 1999: solely responsible for all promotional activities and staff for East Asia and India feeds.
- 1995 - 1998 *..: SKY NETWORK TELEVISION (AUCKLAND, NEW ZEALAND): Promotions Producer*
Fast turnaround, high quality spots designed to target a variety of specific demographic groups.
Particular attention paid to scripts, structure and effective selling of channel attributes across a forty channel, digital satellite service.
- 1992 - 1995 *..: SOUTH PACIFIC PICTURES (AUCKLAND, NEW ZEALAND): Script Writer and Script Editor*
Script writing and editing New Zealand's highest rating television drama, "Shortland Street"
Script editor for "Riding High", an international co-production.
- 1989 - 1992 *..: FREELANCE VISION SWITCHER*
..: TV 3 NETWORK TELEVISION (AUCKLAND, NEW ZEALAND): Vision Switcher
Live to air and pre-recorded vision switching of all TV3 productions: News, Current Affairs, Sports, Children's and Light Entertainment.
Newsroom: Assistant Producer
Generating and researching story ideas for TV3 News, Sixty Minutes, 20/20 and Nightline.
Assisting Producer of News with scripts.
Field direction of News stories.
- 1988 - 1989 *..: Living in Granada, Spain, teaching English part time; Three months spent in and around Barcelona researching for the Cannes Film Festival award winner, "An Angel At My Table."*
Carried out private research for a thesis in Art History.
- 1983 - 1986 *..: TELEVISION NEW ZEALAND: Cinetape Operator*
Vision Switching, Videotape Operation and Editing all routine productions.

1981 - 1983

:: EXTENSIVE OVERSEAS TRAVEL

1979 - 1981

:: ATN CHANNEL SEVEN, (SYDNEY, AUSTRALIA): Vision Switcher

education/training

:: UNIVERSITY OF AUCKLAND, NEW ZEALAND

Bachelor of Arts Degree with double majors in Spanish and Art History.

Junior Prize in Spanish, Senior Prize in Spanish, Senior Scholarship in Art History (Graduated in 1988)

:: SCHOOL OF VISUAL ARTS, SYDNEY, AUSTRALIA

Diploma of Film and Television Production and Direction (Graduated in 1981).

awards

:: "Ecopolis" – Highly Commended, Best Social Awareness Programme, Asia Television Awards, 2009

:: "Sumo Story" - Highly Commended, Best Documentary, Asia Television Awards, 2004

:: "Time To Spare" Singapore Airlines - Best Director TVC, Asia Image Apollo Awards, 2005