

Resume



Janette Searle

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Introduction

Janette combines her business knowledge and qualification with her extensive experience in managing businesses and projects in the creative and public sectors to provide a tailored service that focuses on business and brand strategy. She works closely with clients using a holistic approach encompassing their entire business and environment, to identify their exact needs, and then tailors a solution to fit. Every client is different, and her approach allows for this. She believes that at the core of every person, business and organisation is a 'purpose'. From that point of 'why' a business and brand strategy can be developed that maintains the integrity of that purpose which provides a strong platform for success.

Key skills and strengths

- Keeping an eye on the big picture and vision while identifying and managing the detail required to successfully complete any project.
- Managing variety of all styles, sizes and complexities of projects/productions both as a sole charge and with teams of up to 50 people.
- Working with clients to create effective solutions for their needs and managing them from concept to completion.
- Research, scoping and planning for business, brand and communications strategies.
- Finding support, resources, and sponsorship for projects and programmes.
- Self motivated. Good problem solving and use of initiative, Meeting tight deadlines and thrive on the challenge.

Detailed Working History

The Playground Creative Project Management Ltd

Start date: 1 January 2008

Founder and Managing Director



The Playground works exclusively in the Creative Sector. We focus on providing quality project management and are dedicated to the creative and professional development of those working in the creative industries. We have a clear understanding and appreciation for the sector which enables The Playground to offer the best service and advice.

www.theplaygroundcpm.com

Business Development Manager – Scooter Modern

We worked with Scooter Modern, a new furniture design company on their strategic plan and communications strategy which included their brand. We are now currently working with them on a phase of Market Validation, Business Development and Brand Strategy.

Business Development Manager – Big VOICE Ltd

Big VOICE Ltd is a transmedia company focusing on ethical multi-media, multi-disciplinary, multi-distributional projects. We work with them on developing their Strategic and Business Plans through their set up phase, and current growth phase. We are also working closely with them in a business development role and producing role on projects.

Business Manager – Sola Rosa

Sola Rose are a highly successful New Zealand band that have been producing albums, great shows and music for the past 10 years. The Playground has come on board to provide business management after working with them on their Strategic and Business Plans. We are currently working on a strategy to export the band and their music throughout Australia and Europe.

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Project Director – Limbs to Pakistan – (Self Initiated Project)

This project began out of a discussion I had with a Prosthetist about what happens to unused limbs in New Zealand. Since that discussion I have secured nearly 400kg of unused limbs and limb parts from the NZ Artificial Limb Board that will be sent to a not for profit organization in Pakistan in June 2010. I found the support and sponsorship required to cover the logistics and costs of transporting the limbs from Wellington, New Zealand to Lahore, Pakistan. The long term plan to set up a not for profit Trust to umbrella further projects focused on transferring equipment that can not be used in Western Countries to those in need in developing countries.

Project Director– Creative Collide at the Playground – Web & Event



The Creative Collide at the playground is focused on professional development for creative sector professionals. It involves a website, live events and peer support and mentoring groups. www.creativecollide.com

- Project Director and Manager, project development
- Website content management
- Sponsorship and Partnership development
- Event management – including researching and finding presenters/speakers, all venue arrangements, sponsorship, publicity and marketing, and researching and inviting key audience members (in addition to the open public attendance.)

Project Manager– The Drift Sessions – Web & Event

The creation of an album but this time with a twist. This project invites the participation of fans from around the world in the creation of the album, collaboration with well known musicians and artists, and aims to build awareness and support for Men's Mental Health. It is heavily web based but will close with a live event.

- Project Creation and Planning,
- Project Management ,

Project Manager– Drift - Web

This is a pilot project aimed to create a web based resource at providing a portal of information about Men's Mental Health. It will mix personal experiences, with information and direction to

service providers. The idea behind it is to offer anyone a virtual place to come when they feel something is not right so that they can find what they need to make it right again.

- Project Director and Manager, project development
- Website content management
- Funding, Sponsorship and Partnership development

Consultant

- Demografik – Business and Marketing Consultation for pitch to new client.
- Paraparaumu Golf Club – Marketing and Communication plan.
- Think it up – Business and Marketing Consultant on pitch for client.

Just a White Room

Start date: 1 August 2010

Partner

Just a White Room is a boutique consultancy that works with clients on their business, marketing and communications strategy. We work closely with them on the strategy and can advise or assist on the implementation of the plan as well using the White Room collective, a network of creative sector professionals brought in specifically for the job required.

original heART Ltd

Start date: 1 January 2008

Founder and Managing Director

www.originalheART.co.nz is an online art gallery focused on art for and by children. The gallery current exhibits art by a range of talented artists including children's book writer and illustrator Trevor Pye, American artist Brandi Lyons, award winner Jo Roffe and many more. While the gallery has only just opened, there are plans to expand to provide a full range of art for children including original t-shirt designs, books, poetry and involve the audience interactively.

SeaStarr Management Solutions Ltd

Start date: Feb 2001 End date: Dec 2009



Project Manager – WEB/Virtual

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www.CreativeMomentum.org – a Virtual movement focused on creative diversity.

My role involved

- planning,
- budget creation and management,
- fund raising and creating funding proposals,
- managing the operation of the project,
- production management of content creation and research,
- reporting to key stakeholders.

Project Manager - WEB

Access Auckland – This pilot project involved the creation of an online tourist guide that included accessibility information. www.accessauckland.co.nz My role involved:

- creating the requirement specification for the design and content administrator to follow
- Planning
- Budget creation and control
- Creation of a process for gathering content and ensuring full accessibility of information and the site.
- Obtaining support from key stakeholders in Auckland – including Tourism Auckland the Heart of the City (business associations)

Project Manager- Event

- Momentum 09 – A Disability Arts Symposium that was to be held in February 2009 in Auckland. While based in Auckland the symposium will have a global appeal and will use technology to reach those participants and audiences not able to make it to New Zealand.

Project Manager – Web/Event/system

Peer Support Project – This project involves creating and testing a model that will enable peer support to people with disabilities. The long term plan is the creation of a model that can be used by a variety of communities and groups. The model will involve both traditional face to face group contact with virtual and web based tools to assist, enable and enhance support . <http://dwpeersupport.ning.com/>

Project Manager –Event – Conference/Public Forum

Ministry of Health NZ – arranging meetings and public forums across New Zealand for their Disability Services Directorate.

New Zealand Orthotics and Prosthetics Association – arranging an annual AGM/Conference for Association member and presenting to the conference on technology based solutions for them to work remotely.

Consultant

- Manawatu Stewart Centre – Strategic and Business Planning.
- Vix Pix Productions – Planning and development consultant.

Greenstone Pictures – Production Manager – TV Series

Start date: October 2004 End date: July 2005

Taonga Series – This was a 10 episode docu-drama series made for TVNZ and Maori Television. The budget was over \$1 million dollars.

The Paper Girl – Co - Producer - Documentary

Start date: 1 April 2004 End date: 1 April 2006

The Paper Girl is a small production company producing documentary films and music videos.

Self Employed Producer/Director/Writer – freelance

Start date: Feb 2001 End date: July 2005

In this role I have had a variety of challenges in a variety of areas. I have written many television programme proposals, submissions for funding and worked on the following:

Producer/Director - Non-broadcast

Non-broadcast media (client ; Edge Creative Ltd – Vodaphone, Sovereign Insurance, Genesis, etc.)

Producer - Still Photography

Tony Drayton – stills photographer.

Producer – Music Video

March & April 2004, Band – Minuit, Song – 'Except You', Director – Alyx Duncan

Motion Pictures Ltd. – Producer, Production Manager- TV Commercials.

Start date: 1 August 2002 End date: 20th August 2003

Producer, Production Manager/Co-ordinator.

Producer for a one of Motion Pictures new directors (Sebastian Doyle).

Production roles for commercials including AMP, Mitsubishi Triton, Holden Rodeo, LTSA, etc.

Production roles in international line productions including Volvo (for Europe market, ex UK),

Neutrogena Shampoo, (for world wide market, ex UK)

Blueskin Films Ltd. – Production Manager – Short Film.

Start date: 15 July 2003 End date: 10th August 2003

Production Manager on the short film “The little things” (working title) – written and directed by Reina Webster – ex New York Film School. Shot on location in Whangarei, New Zealand.

Summary of Positions Prior to 2002

- Long White Cloud Productions. – **Production Manager – TV Series**
- Big House Ltd – Willy Nilly (TVNZ) Position : Production Secretary
- Self Employed – Transcribing (small business) – documentary interviews and export scripts for television and film.
- C4 Productions – 1997 Music and Entertainment Awards Position: Talent Liaison
- TVNZ – Avalon Studios. –Production Manager – Game shows, documentary series, drama

Referees

I can supply referees if required.

While some things are black and white, there is still an awful lot of grey and this is the area I am most adept at working in, making sense of that grey, moving it towards the black or the white, or finding and array of ways to make it work.