

Daniel Schmidt

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Personal Reference: [GoogleDocs](#)

Long-Form Video Showreel: youtu.be/WwP_Mq5Z1Oc

A dependable worker with 25 years' experience in media, communications and digital content.

My skill set lies in technology and storytelling and where they intersect. I enjoy making content for a variety of formats and channels, I have decades of experience in capturing and editing video to a high standard to convey communications, and I fit well into any team. I'm skilled, useful and available!

KEY SKILLS

- Videography and filmmaking
- o ↴ Camera Operation
- o ↴ Lighting
- o ↴ Sound
- o ↴ Editing
- Copywriting
- Web Management
- Photography
- Internal Comms
- Project Management
- Graphic Design
- Social Media
- Community Consultation
- Proofreading
- Digital Marketing

Software Skills: Microsoft Office Suite ~ Adobe Creative Suite (esp. After Effects, Premiere, and Photoshop) ~ Non-Linear editing systems (Premiere, Final Cut, Avid Liquid, and more)

EDUCATION

Diploma of Screen and Media (CUF50107)

Australian Apprenticeships Centre

Provide Responsible Service of Alcohol (SITHFAB021)

RSA Course Online

Operate as Part of an Emergency Control Organisation (PUAWER005 B) (Fire Warden Training)

Country Fire Authority (Victoria)

Victorian Certificate of Education (VCE)

St Joseph's College, Mildura, 1992

PERSONAL ATTRIBUTES

- ✓ **Effective Communicator:** Articulate communicator with an appreciation for the different communication styles required when working with internal or external stakeholders
- ✓ **Problem Solver:** Enjoys technical challenges and finding the optimal solution to a problem
- ✓ **Independent self-starter:** Can work independently or as part of a team
- ✓ **Honest and Reliable:** Able to take on tasks with a high-degree of responsibility due to strong morals and ethics, ensuring honesty and reliability
- ✓ **Good Time Management:** Dedicated to effectively prioritising and managing time by allocating tasks and activities according to priority and deadlines

PROFESSIONAL WORK EXPERIENCE

SA AMBULANCE SERVICE COMMUNICATIONS OFFICER

2024 -

Part of SA Health, SAAS has a workforce of thousands of clinicians and volunteers, as well as administration and support staff including a busy Communications and Engagement team. Doing everything from regular internal comms, social media, media liaison, event management, marketing and more, the team is full of talented communications professionals. I am currently employed by SAAS on a 12-month maternity leave contract.

Key Achievements and Contributions

- **Project Management:** Creating and executing complex communications plans for campaigns such as World Patient Safety Day, Emergency Services Blood Drive, SAAS' White Ribbon Reaccreditation, and Restart a Heart Day.
- **Content Writing:** SAAS has an active and regular schedule of internal communications in different flavours from authors in Executive, and in a twice-weekly all-staff communication titled *SAASnews*.

BEDFORD GROUP DIGITAL AND VIDEO CONTENT PRODUCER

2020 - 2024

Bedford Group is South Australia's largest disability employer and service provider. Initially employed under a twelve-month contract to communicate changes in funding of employment supports under the NDIS, my role was extended and expanded at the conclusion of the project. Since then I have been the main content creator in a multi-disciplinarian MarComms team, as well as focusing on paperless document systems (ie, fillable PDF forms) and all things digital in nature.

Key Achievements and Contributions

- **Content Creation:** from regularly producing video content for social and broadcast media, photography, to writing website copy and internal communications. My 2019 video showreel can be found at the link in the header on page one, but most of the video content on the [Bedford Group Youtube channel](#) and [Facebook feed](#) uploaded between mid-2020 and February 2024 has been produced, shot, and edited by me.
- **Digital:** Managing the external website's CMS, managing Sharepoint intranet content, creating paperless workflows using webforms and fillable PDFs, managing Bedford's external digital footprint, such as Google My Business listings and Analytics, and more!

CITY OF PLAYFORD SENIOR DIGITAL CONTENT PRODUCER

2017 - 2019

Working on a two-year contract, the Marketing and Communications department of CoP has used dozens of video communications created by me to help sell the story of Adelaide's 'Next Great City' across a variety of platforms.

Key Achievements and Contributions

- **Video Content Creation:** Primarily for social media and occasionally television, my video output informed residents and ratepayers about the new developments, key services and long-range plans of the City of Playford
- **Website Management:** Coinciding with a major website redevelopment, Playford's new site required redesigning from the ground up, with intelligent informational architecture and relatable content on every page
- **Photography:** Whether it's a suite of photos of over 150 parks, venues and facilities, a good news story about a team's blood drive, promotional photography or staff headshots, my photographic work is reliable and of high-quality

TAFE SA DIGITAL CONTENT CONSULTANT (SOCIAL MEDIA)

2015 - 2017

Managing dozens of social media channels across Facebook, Twitter, Instagram, YouTube and LinkedIn, TAFE SA's online presence always needed to be proactive and creative, yet responsive.

Key Achievements and Contributions

- **Scheduling Organic Posts:** Maintaining a high-level of fresh content for our page followers
- **Paid Advertising:** Hundreds of Facebook ads were placed monthly to drive course enrolment
- **Driving Engagement:** Using campaigns and hashtags

ABC OPEN ABC OPEN PRODUCER, RIVERLAND SA

2012 - 2015

ABC Open's remit was to provide education and media publishing channels to the community to raise the quality of user-generated content for the ABC. We achieved this by running free workshops in 50 regions around Australia, aiding community members to produce high-quality media along set themes in videography, creative writing, and photography.

Key Achievements and Contributions

- **Videography and Photography:** As well as mentoring contributors, ABC Open Producers were encouraged to create our own contents as well, several of mine were featured on ABC TV channels.
- **Community Engagement:** Scheduled free workshops, as well as working one-on-one with contributors and being a representative of the national broadcaster in the community
- **Project Management:** Each month, a new theme to plan and organise for. Long-term projects that preserve a piece of Australian culture like Mothertongue or Open Drum

WIN TELEVISION PRODUCTION EDITOR, NEWS, PRODUCER, CAMERA OPERATOR

1994 - 2012

14 of the 18 years in this period were spent working for WIN Television in a variety of locations throughout South Australia, Victoria and New South Wales. Mostly my work consisted of camera operation and editing for the Production and News Departments. In the second half of my tenure with WIN I moved into producing and copywriting for their Commercial Production team.

PROFESSIONAL REFEREES

Kate Deppeler	0458 394 507
Communications & Engagement Team Leader	SA Ambulance Service
Vassil Malandris	0400 450 396
Policy and Communications Manager	Master Builders Assoc.
Maggie Dowling	0478 313794
Executive Manager National Specialists	Maxima