

# Carla Mercer

Editor Premiere, Avid, AFX

Languages French, Italian

## Factual Entertainment

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**The Reluctant Traveller with Eugene Levy, Series 3** Two Four Apple TV+

60 min Entertainment, Casting Reel Editor

Creating impactful casting and screentest reels featuring talent demonstrating onscreen ability. Extensive rushes to manage, creating selects and editing into visually engaging tight narrative. Working closely with the casting director under tight deadlines, strong communication to hit the brief.

**Farmer Wants a Wife, Series 12** Fremantle Media ITV

13 x 60 min Reality, Casting Reel Editor

Eligible rural men from Australia go out on a series of romantic dates with women to find the perfect partner they can marry.

**My Kitchen Rules, Series 12** Fremantle Media ITV

15 x 70 min Entertainment, Casting Reel Editor

Contestants compete amongst one another as they prepare a three-course meal designed to impress their fellow contestants and esteemed judges and thereby eventually bring home the grand prize.

**Holey Moley, Series 3 and 4** Eureka Productions ABC

20 x 42 min Reality, Assembly Editor

American sports reality competition series created by Chris Culvenor.

**The School That Tried to End Racism** Screentime Australia Channel 4

2 x 47 min Documentary, Offline Editor

BAFTA-winning documentary series that follows a British school as it helps its students uncover and eradicate hidden racial biases, exploring how this can affect us all and what we can do to tackle it.

**MasterChef Australia, Series 13** Endemol Shine Australia Network 10

61 x Various length Entertainment, Assembly Editor

Top Australian chefs judge passionate home cooks who participate in competitive culinary challenges to develop their cooking skills and win the title of the best chef.

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## Australian Ninja Warrior Series 2

Endemol Shine Australia

Nine Network

10 x 80 min Reality, Assembly Editor

Contestants make their way through a giant obstacle course to win a cash prize. Contestants run, jump, crawl, climb, hang, and swing through crazy obstacles as they compete to become the next Team Ninja champion. This show is a test against a person's will and strength.

## Seven Year Switch Australia, Series 2

Seven Productions

Channel 4

13 x 51 min Reality, Teaser Editor

Four couples who have been together for several years, but whose relationships are in turmoil, are matched with a new person to live with for 14 days.

## Zumbo's Just Desserts, Series 2

Seven Productions

Seven Network

10 x 52 min Entertainment, Teaser Editor

Netflix

Amateur cooks from across Australia compete to impress famous chefs, including Adriano Zumbo and Rachel Khoo, with their desserts and win the top prize.

## Work History

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### Visual Podcast and Social Editor – Listen

BBC World Service / Trisonic

2024 – Present

Producing and editing studio-remote captured footage into visually engaging long form vodcasts. Social cuts for LinkedIn & Instagram. Client liaison, review feedback, edits published on time.

### Freelance Editor/ Motion Designer

Prelude Creative

Aug - Dec 2024

Creating complex motion graphics and editing for the production and localisation of international creative content for major film and television studios. Working closely with the creative director to create impactful video assets for digital, social and broadcast content with detailed messaging.

### Creative Producer

Flawless AI

Aug 2023 - Feb 2024

Editing impactful content and creating motion graphics across multiple projects for senior stakeholders. Skilled in creating sizzle reels and digital content for presentations and websites. An expert trouble shooter, experienced at working under pressure in fast-paced environments.

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## Freelance Digital Creative Editor

Paramount Networks (EMEA) Aug – Sept 2023

Editing complex digital content projects for YouTube & Instagram. Managing complex digital workflows in several languages. Responsible for critiquing and approving creative work.

## Freelance and FTC Creative Producer

BBC Studios (UK, EMEA & ANZ) March 2018 - July 2023

Ideating, pitching, and presenting creative campaigns for senior marketing Stakeholders. Editing and creating motion GFX for entertainment marketing content. Scriptwriting, producing voiceover recording and design work. Producing print, social and digital content, OOH and cinema campaigns. Project management lead on larger campaigns, ensuring creative excellence and delivering against brief, notably the CBeebies launch in New Zealand on Sky TV platforms.

## Freelance BBC Creative

BBC News & World Service Feb – May 2023

Producing high-end trails / promos for BBC Sounds, News and World Service (Afghanistan). Successfully ideating, creating pitching decks and presenting to multiple stakeholders. Creative editing and script writing, producing voiceover records & audio mixes. Directing studio shoots. Image / Video archive research, foreign language work. Able to critique creative work with strong editorial. Project management for creative operations, including resourcing & creating project timelines.

## Freelance Promo Creative

Discovery Warner Bros. (ANZ) Jan 2022 – Dec 2023

Creating highly successful broadcast promos, sponsorship, and high profile launch content. Scripting, ideation, creative editing, producing voiceover recording sessions and design work for international localisation reversions across multiple briefs. Creative operations for Marketing professionals, project liaison, resourcing talent and bookings. Managing stakeholder reviews and driving projects from brief to delivery on deadline and budget.

## Digital Commercial Campaign Producer

Paramount Networks ANZ Nov 2021 – March 2022

Directing live action shoots with high profile talent. Producing sponsorship video and digital assets for broadcast and digital. Briefing and approving design projects. Producing print, social, digital and e-mail banners. Direct mailers. OOH. Project management, working to budget and tight deadlines. Onboarding freelance support. Ensure Studio Production teams updated on creative with all key production and delivery info required for efficient project execution. Liaising with external commercial stakeholders and internal marketing teams to meet delivery expectations.

## 360 Campaign Post Producer

Paramount Networks Australia March 2020 – Apr 2021

Directing high profile talent on studio shoots for promo records. Localisation and trafficking of key promotional materials (e.g. key art, box art, trailers), including online & offline video, OOH, print, social and display formats for channel requirements. WordPress, SEO, CMS publishing, subtitled video and stills for digital and broadcast for launches. Be an escalation point to junior team members, providing guidance, support, and mentorship.

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## Casting Reel Editor

Fremantle Media and ITV Studios June 2021- Aug 2022

Editing outstanding showcase reels in a fast turnaround environment. Producing opening titles and teases. Voiceover talent producing. Collaborating with Executive Producers to effectively deliver reels demonstrating onscreen talent. Self-starter, meticulous, team player. Excellent verbal and written communication skills.

## Freelance Post Producer

Hogarth Australia

July – Aug 2020

Leading a team and overseeing workflow for TVC post-production and creative operations. Manage Resource requests, briefs, plan job timings and keep job details up to date. Source freelance resources, scheduling, using finance and administrative systems to ensure all work is correctly documented when quoting and confirming jobs. Knowledge of all technical specifications to meet CAD and Adstream, Clearcast delivery.

## Digital Content Producer: The Voice Australia, S2 - 5

ITV Studios

June 2015 – Sept 2018

Content producing, VMS publishing, sponsorship-brand integration, with focus on Social, Digital and email banners with in-app messaging. Direct mailers. Push notifications, producing live voting operations in sync with studio records. Manage and book internal/external meetings throughout the production process (oversee reviews, production updates with internal teams). AV post-production experience.

## Post-Production Producer

BDA (Bruce Dunlop & Associates) March 2000 – Aug 2005

Experience managing a high volume of creative campaigns, with geographically dispersed teams. Detailed knowledge of the workflow within a production company and creative department. Expert organizational skills and the ability to prioritize, monitor, and manage workload. Producing Champions League, Ford sponsorship EMEA marketing campaign in 29 languages.

## Freelance Video Editor

Joy Creative

2021

Editing branded content for Sydney creative agency on Premiere, Photoshop and After Effects. Various short and medium form deliverables from rushes and stills.

## Digital Campaign Producer

Network Ten

2021 - 2022

Producing and video editing consumer and video promotions and digital assets for broadcast and online platforms. Key brands integrating with pillar programming.

## Digital Producer

Network Ten

2020 - 2021

Content editing, motion graphics (Premiere & AE) for streaming and social platforms. Reality content and broadcast promos for MasterChef Australia, Bondi Rescue, Survivor, I'm a Celebrity, Get Me Out of Here! The Bachelor, Survivor, The Cube.



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Digital Producer

ITV Production

2015 - 2018

Worked on Voice Series 2-5. Responsible for live voting, producing in-app video and audio assets and testing.

Promo Creative

Channel Seven

2013 - 2014

Creating promos for the main channel, launches and key programmes. Editing on Avid, scripting, producing voiceover sessions and design.