

RESUME OF EVETTE HENDERSON

MY PASSIONS

Writing, performance/coaching, film-making, sales & marketing, social media, web design, blogging, public relations, being a mum!

CAREER HIGHLIGHTS

- Founded Ozemag in 2007 which is a successful blog dedicated to actors and the craft of acting. www.ozemag.com Launched social media campaign and monitor the channels.
- Currently have over 5,000 followers on most major social media platforms.
- Successfully hosted my own acting workshops with constantly full classes and various private students. Coaching has encouraged me to explore human psychology and behaviour and as a result I'm currently creating my own acting technique.
- Successfully hosted an acting workshop and mid-year assessments for years 10, 11 and 12 students at Palm Beach/Currumbin SHS.
- Have written two books on acting, Secrets to Showbiz and A Perfect Performance.
- Wrote unique film scripts for student performances for past 8 years using a variety of genres as well as many short film scripts, and created online content for my students to perform in.
- Currently writing my biography, A Beautiful Death, which is part memoir, part how-to guide on dealing with loss.
- Wrote and produced highly acclaimed film, Cyber Sin, which is the first Australian film on cyber bullying to be endorsed by Australia's leading cyber safety expert Susan McLean. Stars John Jarratt and is endorsed by five charities including Kids Helpline. Had its world premiere at World Youth Day in Spain 2011 with up to two million viewers. I personally launched it to Catholic Education in Sydney to an audience of hundreds.
- Assistant Director to David Field and Glenn Hazeldine for David Williamson's Emerald City at The J Theatre in Noosa Heads and Malthouse Theatre in Melbourne. Starred Lucy Bell, Felix Williamson, Andrew O'Keefe, Mikey Robins, Ita Buttrose, David Field, Denise Drysdale, Daniel MacPherson and many more.
- Starred in lead role for feature film Unearthed, which won the Best Foreign Film award at the New York Hoboken International Film Festival.
- Starred in many Bond and Griffith Uni films including one of Bond's most successful films and students, Dead Shift (Dir. Ana Djordavec) and Little Red Riding From The Hood (Dir. Tommy Wirkola).

CLIENTS I'VE WORKED WITH

Optus, Kids Helpline, The CorriLee Foundation, Australia's leading cyber safety expert Susan McLean, Australian Youth Suicide Prevention, ACT For Kids, Beacon Foundation, Catholic Education, World Youth Day, Ita Buttrose, Lucy Bell, Felix Williamson, Andrew O'Keefe, Daniel MacPherson, David Field, Denise Drysdale, John Jarratt, and many more.

SKILLS SUMMARY

Non-Technical Skills: Specialist in sales & marketing, social media, communications and customer service having worked in varying environments from a small three person team to a five star hospitality organisation as well as having produced film and theatre projects; quality delivery in tight time frames; works extremely well under intense pressure; creative and innovative in all aspects of my role; team player who works confidently in autonomous situations. A friendly sales professional!

Computer Skills: Microsoft and Apple Mac applications:
E.g. MS Word, MS Powerpoint, MS Excel, MS Publisher, MS Access, MS Outlook, Front Page, Net Objects Fusion, Pages, Dreamweaver, Photoshop, Image Ready and more. Social platforms including Facebook, LinkedIn, Stage 32, Twitter, etc.
Typing: approximately 90 wpm.

EMPLOYMENT HISTORY

**Independent, Sunshine Coast/Vic
Head Acting Coach**

Feb 2009 – Present

Responsibilities:

- Sales, marketing and advertising acquiring new students.
- Create and Implement effective social media strategies, as well as develop online content.
- Research and write customised curriculum according to numbers, age and needs.
- Teach various classes of all ages and private coaching lessons utilising various acting techniques as well as yoga and meditation.
- Host one-off workshops independently and at schools.
- Assess senior school students performances.
- Write unique scripts for classes and individual actors.
- Write and publish media releases, create customised marketing content.

**Sunshine Coast Filmmakers, Sunshine Coast
Producer**

Aug 2011 – Oct 2011

Responsibilities:

- Assist post-production and storytelling editing for documentary *Bike For Life*.
- Assist with social media networks and creating content.

**Williams Talent, Robina
Acting Coach**

Apr 2008 – Dec 2008

Responsibilities:

- Host adult acting classes utilising various acting techniques, research & delegate scripts.

Ozemag.com, online entertainment magazine**Sep 2006 – Present****Founder****Responsibilities:**

- Creator of Ozemag, which includes open source web building, social media implementation and ongoing updates as well as create unique online content.
- Advertising, sales and marketing, media liaison, networking, forming strategic alliances.
- Launching production division which requires sponsorship/client acquisition, accounts, hiring crew, budget planning, expanding current contacts, working to deadlines & more.
- Business plan & development including procedures, employment, systems, research.
- Administration including customer service, answering phones, general administration tasks, web design/maintenance, newsletter, etc.
- Interviews with celebrities and industry experts.
- Daily web maintenance and updating.
- Database building and newsletter mail outs.
- Develop and execute successful competition campaigns.

Pacific Enterprises, Nerang**Dec 2003 – Sep 2006****Promotions Co-ordinator & TV Presenter/Researcher****Responsibilities:**

- Marketing and sales of competitions nation-wide.
- Core contact for the daily operation of model competitions and television show.
- Website maintenance.
- Daily interaction and effective communication with crew, presenters & corporate clients.
- Administration and co-ordination of all six national competitions.
- Astute problem solving.
- Organise special events for competitions including the National Final.
- Assist producing television show “Gold Coast Living” (NBN) including research, develop feature stories, scheduling, accounts, film production, hiring staff, script writing, etc.
- Presenting to camera and Voice-Overs.

Academy of Screen Performance (ASP), Helensvale**Dec 2001 – Sep 2006****Office Manager/Performer****Responsibilities:**

- Sales of all classes, workshops and camps for students (8-80 years).
- Web design and maintenance.
- Daily interaction, assistance and effective communication with all ASP students, teachers and entertainment industry professionals including minute taking for meetings.
- Staff roster, personnel record keeping, banking/payroll and general human resource tasks.
- Small business office accounting and personnel tasks for teachers and students.
- Co-ordination and organisation of all classes, meetings, events and administration including adhering to government systems and procedures.
- Marketing and promoting ASP as much as possible within the local community as well as on an international scale utilising local and national media outlets.
- Performer for various special events and class participation.
- Designing and producing fliers/posters/brochures for courses and special events.
- Producing fortnightly eNewsletter.
- Budget and finance, profit and loss.
- Attending class in order to ensure thorough product knowledge.