



BROOKE LAGANA

CREATIVE PRODUCER

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[LINKEDIN](#) / [INSTAGRAM](#) / [YOUTUBE](#) / [PINTEREST](#)

Brooke is a hands on creative producer who leads teams of creative specialists end-to-end to generate high-end content that performs at every touchpoint of viewership. She has high EQ, foresight, a sharp creative eye and a holistic understanding of thumb-stopping content that converts. Impressively her portfolio largely consists of global, highly reputable brands.

EDUCATION

QUT	Bachelor of Fine Arts, Major in Film TV & New Media Production
Open Colleges	Diploma of Online Journalism
Shaw Academy	Diploma of Social Media Marketing

FTC

Creative Producer, AllBright (Sep 2020 - June 2021)

Head of Video Department

Creative Producer & Director, Self Employed (2013 - Present)

Clients: Diageo, Samsung, Universal Music Group, Eurovision, Adidas, Lenovo, Cochlear

Creative Content Producer, Leo Burnett (2018 - 2019)

Clients: Diageo Australia, Samsung, Craveable Brands, GIO

Broadcast Production Manager, BWM Dentsu (2015-2016)

Client: Toyota Australia

FILM, TV & DOCUMENTARY

<u>PROD COMPANY/AGENCY</u>	<u>PRODUCTION TITLE</u>	<u>ROLE</u>
Creature	ONTO TVC	Producer
Dirty Films	Transformers - Lock & Load	Line Producer
iTV	The Voice Australia, Season 6	PC
SBS Australia	Viceland & Food Network	Promo Producer
Mary Rose Productions	Maxx Used Cars (TVC)	Creative Producer
ZSpace	Top Gear - Introducing The Stig (TVC)	PC
Vargo Studios	Inamorata - Short Film (QNFA Nominated)	Art Director
QUT	I Never Chose This (QNFA Nominated)	Producer, Co-Writer, Director
Virgo Productions	Rise of the Eco Warriors (Documentary)	PC
Virgo Productions	Show Me the Magic (Documentary)	PC

SOCIAL & ONLINE

Rob Lawson Studios	Bombay Sapphire Lime	Producer
YMLY&R Commerce	Bailey's Sakura	Producer

Dirty Films	Rosie lowe - Paris Texas - Music Video	Producer
A+ Ideation Agency	Ron Santiago De Cuba	Producer
A+ Ideation Agency	Tanqueray Rangur Lime (Diageo)	Producer
A+ Ideation Agency	KettleOne Vodka	Producer
YMLY&R Commerce	Bailey's Light Christmas	Producer
Kasher Records	CXLOE - Heavy - Music Video	Creative Producer
Universal Music Group	Cat & Calmell - Dumb Sh**t - Music Video	Creative Producer
Universal Music Group	TUKA - Wish I Knew - Music Video	Creative Producer
ACNE	Stella Artois - The Perfect Pour	PM
GMARO Magazine	Sustainably Radical	Creative Producer
Lenovo	YogaBook x Tarese Klemens	Creative Producer
Working Management	Courtney Act - Eurovision - Music Video	Creative Producer
Symmetry Media	Johnson & Johnson International	Producer
Symmetry Media	Cochlear International	Producer
Black Magazine	How To: A Fashion Series	Creative Producer
SCK CHX	Feel The Same - Music Video	Creative Producer
LinkedIn	LinkedIn Jobs Australia	Producer
taste.com	Campbells Chicken & Beef Stock	Producer
Rabo Bank	Farm To Table	Producer
Whyldfish Productions	Australian Taxation Office	PM
Andpeople Australia	Adidas Originals	PC
Future Noir	Sarsha Simone - Daydream - Music Video	Art Director
Future Noir	Polythought - Music Video	Art Director
Ruby Haunt	Headrush - Music Video	Creative Producer