

## Phil Mace

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## Objective

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My professional aim is to work on a range of digital media in both web and video. I prefer to get the message of each project and utilize my broad range of skills to minimize project costs.

## Education

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College of Multimedia Amsterdam, NL  
**Multi-media Engineer Certificate**  
Graduated: November 2003

University of London London, UK  
**Licentiatehip Polymer Technology**  
Graduated: November 1983

Maiden Erleigh School Reading, UK  
**Higher School Certificate**  
Graduated: November 1980

## Employment History

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**September 20198 to Present**  
Glaucoma Australia

**Digital Marketing Web + Asset Producer**  
NFP Heath Health and Support



This is a Full-time position, three days a week to create Digital Assets for the Glaucoma Australia website and all digital marketing channels. I also manage the CMS for Glaucoma Australia and Lead the development of the new website being Designed for a Drupal CMS. As part of the ongoing support and education of people living with Glaucoma, I am also responsible for the production of video stories to engage and support early treatment and diagnosis.

### The role also includes:

- Editing and Audio Engineering of Digital Assets
- On location Filming and Studio/Audio/Lighting setup
- Oversee new website build in Drupal



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**September 2018 to March 2019**  
NSW Business Chamber

**Digital Video & Animation Producer**

NFP networking, advice and solutions

Creating motion graphics and video for various media delivery platforms both traditional and Social



**The role also includes:**

- Editing and Audio Engineering of Digital Assets
- On location Filming and Studio/Audio/Lighting setup
- Upskilling of staff in Media Production
- Setting out Video Brand Guidelines
- Animation Production of Brand Assets

A large proportion of this work is hands-on Filming & Editing Production.

**2003 – Present: Freelance**

Sydney, NSW AU

Forum Website & Media Maintenance

Forum is my company and the name I have been working under for the past 15 years.

Clients include AMISET NL, Skin & Cancer Foundation Australia, AFFORD, Positive Life NSW, Sanofi Aventis. Southern Area Health, Australian Aesthetic Academy. The Rose Medical Center, Sydney GBLT Mardi Gras, teamm8 Underwear, Pam Ann, Activate UTS, ARQ Night Club.  
See [philmace.com/#portfolio](http://philmace.com/#portfolio)

**Responsibilities:**

- Design & layout website content on both WordPress and Joomla websites
- Create and maintain video content and all other publications online
- Manage and Create Copy for websites social pages and blogs
- Design campaigns for products across web and social platforms
- Manage external photographic, video, animation suppliers
- Create low-cost animation for events and products
- Assist in KPI and SEO reporting of Websites
- Publish content via content management system WordPress and Joomla

**Achievements:**

- Built a range of digital campaigns for leading supplements company in the Netherlands
- Maintained a range of medium NFP and medial organization for the past 6 years
- Worked with New South Wales Health in their development of public health education
- Video coverage and documentation of major Sydney events for the Sydney GLT Mardi Gras
- Create an online education system for Pharma Sanofi Aventis
- Establish funding models based on SEO data models.
- Excellent communication skills



**1995 - 2001: Video Producer**

Forum DV Productions

Sydney, NSW

Clients: Sydney GBLT Mardi Gras, teamm8 Underwear, Pam Ann, Beyond the Cat Walk

**Responsibilities:**

- Director and producer of a range of entertainment and documentary projects
- Camera Worker
- Editor
- Source and prepare locations
- Process video footage for publication on client websites

**Achievements:**

- Document Sydney Harbour Party
- Work with comedian Pam Ann across the USA to the UK
- Executive Producer for "Beyond the Cat Walk" award-winning documentary
- Develop a Script for my own film "Allies Army."



## Prior Professional Experience

Early career experience as a Chief Chemist testing polymers compounds, for deep sea military communications installations, while interested in technology and recruitment solutions were nurtured followed during a career in IT recruitment in the UK and Australia.

## Skills

Category	Name	Proficiency	Yrs Experience	Last Used
Administrative	Microsoft Office	Advanced	20+ yrs	use currently
Design/Media	Bootstrap Studio	Good	1 yrs	Nov 2017
Design/Media	Dreamweaver	Good	15 yrs	use currently
Design/Media	InDesign	Good	2 yrs	2011-2013
Design/Media	Photoshop	Advanced	1-2 yrs	use currently
Design/Media	Premiere Pro	Advanced	20 year	use currently
Design/Media	After Effects	Very Good	5 years	Feb 2016
Design/Media	Illustrator	Working Knowledge		Dec 2017
Design/Media	Google Web Design	Very Good	1 year	Use Current
Audio	Audition	Working Knowledge		
IT	CSS	Good	15 years	use currently
IT	HTML	Good	15 yrs	use currently
IT	jQuery	Maintenance	10 years	use currently
IT	php	Maintenance		
IT	JavaScript	Maintenance		
CMS	WordPress	Very Good	3 years	use currently
CMS	Squiz	Good	1 month	April 2018
CMS	Joomla	Advanced	6 years	use currently
SEO	Google Analytics	Good	7 years	use currently

## Project History

### 2003 – Present: Freelance

Sydney, NSW AU

Forum Website & Media Maintenance

Here is a list of projects I have been working under for the past 15 years.

### Digital Producer

March - April 2018 ActionUTS

Production of Digital Media across the UTS  
Websites and Campus



### 39'er Volunteers

2018 Feb Video and website record of Mardi Gras Float

**ACTION:** Create video recording to the 39'ers float in the 2018 Sydney Mardi Gras including a record of its production and creation of a



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website to host the video and associated social postings during and after the event

**RESULT:** Attended the float production workshops and recorded on mobile phone footage. Attended the float in the Sydney Mardi Gras 2018 Parade with cinema standard Sony 4K camera with slow-motion special effects. then edit video clip to embed into the website, and social media with VOX POPS from volunteers attend in the float documenting their roles in the creation of the event of the past 39 years on the 40th Anniversary

### **The Rose**

**2016 - 2018** Development of WordPress website and support of online resources



**TASK** Developed and redesigned the brand and integrated all sub-brands to work via the website [www.therose.com.au](http://www.therose.com.au).

Also, support ongoing maintenance of the websites and Writing content.

### **The Rose Beauty Bar**

**2017** Redesign WordPress Website



**TASK** This project was to redesign the content of this Sub Brand of The Rose Medical Centre in the Perth and to integrate all inquiries into the main site to facilitate promotion of packages of services within the Medical Centre.



## Face Forward

2017 Redesign WordPress Website

**TASK** This project was to redesign the content of this Sub Brand of The Rose Medical Centre in the Perth and to integrate all inquiries into the main site to facilitate promotion of packages of services within the Medical Centre including the writing of content.



## Aesthetic Academy Australia

2016 - 2018 Create LMS WordPress Website

**TASK** Develop an online tutorial system with LifterLMS. This is to prepare medical professional for the practical aesthetic workshop.



The project involved the transition of the manual classroom to one that can be completed anywhere. Workshops promotion was created, and all training videos edited to create lessons.

## AMISSET NL

2018 Jan HTML5 Animated Banners

**ACTION:** Create html5 Banner set for Products TRIBEX and Berry Blaster

**RESULT:** A full range of html5 banners for Ad words, 161 platform and Generic with embedded Video. Also built flat jpeg versions and animated gifs.



## AMISSET NL

2017 Nov - Dec Shopify Template Customisation

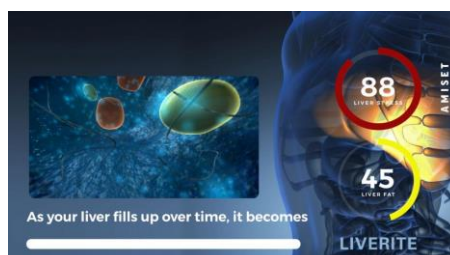
**ACTION:** To refine a purchased Shopify template CSS into the AMISSET NL Brand and integrate Product videos.

**RESULT:** Production of fully operational Shopify e-commerce solution with the AMISSET team.



## AMISET NL

2016 - 2018 Create Promotional Product Video for Social Media



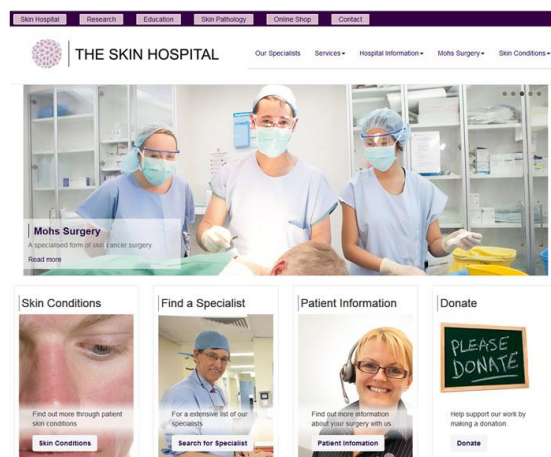
**ACTION:** Create a range of low-cost videos for the key range of product to be integrated into social media and blog posts for the Dutch Sublimit Manufacture in the Netherlands and across Australia and South Asia. The purpose of the project was to find an alternative sales trigger to the traditional print campaigns.

**RESULT:** Relocated to Amsterdam to work with the Dutch team and built a range of video branding ads in Dutch, English, and Mandarin using Aftereffects. The project was expanded to include conversion pages for the best selling products.

## Skin & Cancer Foundation

2006 - 2018 Website Support and Development

**ACTION:** Had previously designed two earlier sites for the Foundation. Was engaged in designing a new Joomla 3 site to integrate four internal branches of the Foundation, re-brand the public face of the Foundation as The Skin Hospital and future-proof elements of the site and enable in-house



management. Performed a needs analysis and workshopped outcomes with department heads. Worked extensively with Directors of Nursing at multiple hospital sites and marketing teams.

**RESULT:** Implemented an eCommerce solution to integrate with external suppliers. Added a booking system for student placements and events. Developed an automated online appointment system for corporate skin checks and donations. Created a training site for skin specialists, inclusive of webinars. Enabled password protected access for each department, and an enrolment-based, subscription system. Realised an increase in online donations of 25%. Monthly reporting on sales now in place, and time saved is equivalent to 43 days pa.



## ARQ Night Club

2015 Create promotions for weekly club events

Worked on a range of After Effect templates to promote special club events for publication on Facebook



## Australian Foundation of Disability

2014-2016 Web design, Support & Maintenance

Retained to redevelop their Joomla Website and Maintain the website.

This project was to elevate the profile of the Disability organization and tell the personal stories. I helped develop resources for carers with respite information and developed an automated employment utility to help find opportunities for people with disability and long-term unemployed.



## NSW Health | Positive Life.

2011 - 2013 Transfer of legacy Drupal site and redesign responsive site on Joomla 3.

PositiveLifeNSW  
the voice of people with HIV since 1988

**ACTION:** Resolved maintenance issues for in-house staff by migrating the legacy Drupal site to Joomla. Designed fully responsive template that can be replicated to host landing pages for new campaigns. Centralising resources, previously managed across multiple databases.



**RESULT:** Enabled in-house maintenance with ease and minimal effort, saving circa \$15K pa in external agency costs. Created a responsive site, increased mobile audience and saved rankings. The project culminated in a rebrand and included automated event bookings, online ticketing, video streaming from the site. Transitioned print publication online, enabling dialogue with a global audience.

Published Printed Campaign Assets from InDesign to print and translated them from InDesign into HTML CSS assets of campaigns on Joomla Website.





## NSW Health | Positive Life.

### 2013 - 2015 Wrapped or Raw Risk Management Education

**ACTION:** Designed a creative and engaging story-based multimedia solution comprising a website, personal video interviews, SlideShare's and downloadable PDFs to provoke conversation and open dialogue around controversial and sensitive health practices and managing associated risks. Navigated the complexity of the subject matter and sensitivities related to the content, recruited, interviewed and filmed interviewees and presented a world-class multimedia platform for peer-to-peer communication and education for health professionals and the HIV positive community.

**RESULT:** Increased awareness and engagement with the target audience as measured by website activity, with subject matter used in multiple international speaking engagements by a health professional and community representatives. Project and content received international acclaim and was subsequently translated into several languages and presented at over 20 international symposiums.

Create SEO Analytics to report Financing of the project.

## NSW Health | Positive Life.

### 2013 - 2015 SEO Report

**ACTION:** Used initiative and completed comprehensive keyword research and drew on analytics to identify search terms being used by the audience, which contradicted the politically correct terminology proposed by the project sponsor.

**RESULT:** Presented evidence of results, which enabled the project manager to secure \$12K in Government funding for future campaigns based on fact-based SEO evidence over assumptions.



## NSW Health | Positive Speaker Bureau

2016 Education Video

Here I scripted storyboarded and designed an educational presentation to provide health professionals with an understanding into the stories of the people with HIV rather than the disease.



The result was a DVD that was given out to Educators and Medical Practitioners at HIV conferences as well as providing content for Social media.

Co-ordinate Publish to Print for printable assets.

## Website Administrator

2012-2013 Part-time volunteer

This was a volunteered role maintaining the ACON Website with updates for the organization

Train Staff in InDesign for publication of internal Newsletters.



## teamm8 Underwear

2009 Underwear promotion and e-commerce solution

This was a project to create an affordable e-commerce solution for a start-up local start-up label. I had worked with Michal Nickolas previously in his music videos, and part of the project was to create video content that was promoted in early social media that created a dedicated following of the brand.



## Sanofi Aventis

2005 - 2008 Website Design & Maintenance & Online Learning

Sanofi Aventis retained me to create a video based upskilling website to teach aesthetic medical practitioners in how to use their product Sculptra. I also developed their public information pagers to help the public understand the effects of aging and to show HIV patients how the product transforms people deformed by wasting disease as well as where to get help.



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## **Australian Mortgage Options (AMO).**

2007 - 2016 Review, analyze and update the website to optimize radio advertising expenditure



**ACTION:** Led the organization through the design and development of its first Joomla site (2.5) 6 years ago to act as a simple shop front. Redesigned and launched a fully mobile responsive Joomla 3 site six months ago, using bootstrap as a dynamic core structure, added an online mortgage application form, and lead capture forms. Optimised web pages and content using SEO strategies based on keyword research and monitored Google analytics to tailor meta descriptions, images, and alt tags.

**RESULT:** Delivered on time, and on budget with additional strategies presented for increasing traffic and capturing leads, including blog posts, video blogs, financial seminars and social media integration to be implemented internally. Set the foundations for an increase in traffic from an average of 300 unique visitors per day in March 2015 to 5000 unique visitors per day (1555% increase) in September 2015, and 800 page views to 20,000 page views (2400% increase). Average time on site now 14 minutes longer than previously. Leads are now captured and feed into a fully automated marketing funnel. Weekly analytics trigger SEO updates and monthly reports ensure management and marketing are appraised of outcomes.

## **Sydney Harbour Party**

2001 - 2003 Part of the LGBT Sydney Mardi Gras

This project was to document the Sydney Harbour Party as a way of saying thank you to the volunteers that made the event possible. I was retained by Project Director and co-founder Philip Diment OOA. The project spanned the final two years before the event closed.



## **Sleaze Ball**

2001 Part of the LGBT Sydney Mardi Gras

This was the last ever Sleaze Ball. I was retained to document the event. I was one of four cameras, and project managed the coverage of the event as well as producing the final edit.



## **travel.com.au**

1999 Director/Producer

Retained to travel across America and UK scripting and filming a sequence of films under the title "Where in the Word is Pam?". The work took the Character, Pam Ann, otherwise known as Carol Reed to the UK to where she continues to entertain. I

worked with Carol initially to build up the audience excitement before coming on stage. I went on to partner with here to gain a global sponsor to taker to the UK filming and scripting short films for our sponsor as we travelled throw the US and UK on route to the Edinburgh Comedy Festival.



## **SBS - Conversations with Robyn**

1998 Editor and Camera

This was a volunteer role. I was part of the team that founded the show "Conversations with Robyn" for the community station TVS. It was the

highest rated program on the channel at that time and covered in-depth interviews of people making a difference in the work at that time.

