

Stephanie Liebert

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CAREER SUMMARY

A highly skilled producer and editor with almost three decades of experience as a television creative at two of New Zealand's leading networks. A multi-talented writer who brings a diverse set of skills and abilities to any given project. With a broad background in radio, television, film and theatre, Stephanie is an extremely astute and capable communicator and team player.

EMPLOYMENT HISTORY

2023 – TRINITY COLLEGE EXAM SUPERVISOR

Nov 2023-ongoing

Given Steph's background in the performing arts, this work is a joy. Supervising and ensuring the smooth running of scheduled individual exams for Trinity College of London pupils at various venues around Auckland. This work requires a calm, attentive manner and great timekeeping skills. A sense of humour also helps.

FREELANCE PROMO PRODUCER, TVNZ BLACK SAND CREATIVE UNIT

Nov 2022

Returned to TVNZ in their short-staffed lead-up to Christmas 2022. Over 3 very busy weeks Stephanie created promos for TVNZ ONE and TVNZ PLUS to take them into 2023. Given her experience as an AVID editor and Senior Producer, she was able to learn their systems quickly, delivering Christmas and New Year promos to very tight deadlines.

SENIOR CREATIVE PRODUCER, DISCOVERY & WARNER BROTHERS DISCOVERY Apr 2021 – Nov 2022

Key Responsibilities:

- Creating tv promos for the Discovery family of channels. These included Three, Three Now, Eden, Rush, Choice, and HGTV.
- Guiding junior team members in the areas of writing for radio, with particular emphasis on correct use of grammar.
- Writing a comprehensive instruction document to guide new team members through directing Voice Talent in the audio suite and working with Audio Engineers.

Key Achievements:

- Launched the promotion for the THREE flagship series 'David Lomas Investigates' in April 2021. It was the major success of the season, and producers specifically requested her involvement on the next season of the show in 2022. This was also highly successful.
- Transitioned from the AVID editing system to Adobe Premiere Pro editing system. This was in line with the requirements of Warner Brothers Discovery International.
- By becoming Premiere Pro capable, Steph was now proficient at two widely accepted editing systems.
- Produced a highly successful launch campaign for The Masked Singer NZ. Covid made this a very difficult challenge with very tight deadlines. Ultimately it became a success story due to clever and entertaining promos using the show's presenters and mystery stars in outrageous costumes to sell

the show to THREE'S primetime viewers, for whom the crazy "Masked Singer" franchise was a relatively new concept.

CREATIVE PRODUCER | RADIO SPECIALIST, MEDIAWORKS TV3

2018-2021

Accepting a newly created, bespoke role, Stephanie crafted radio ads to sell TV3 shows across the Mediaworks stable of radio stations.

Key Responsibilities:

- Enticing Mediaworks radio listeners with fresh, bold ads for tv shows.
- Using Avid editing skills to find the right audio from the tv shows to work as sound bites in radio ads.
- Tailoring the tone of a tv show's radio ad to suit the demographic of the station. This would often mean the challenge of creating 2 or 3 vastly different "sells" for the same Mediaworks tv show.

Key Achievements:

- Successfully enticed Mediaworks radio listeners to become new TV3 viewers with creative, catchy promos designed solely for the ear. Having started her career as a radio copywriter, this was a skill with which she was already familiar.
- Led a very successful radio campaign for 2018's 'Dancing With The Stars', which included several Mediaworks radio and tv personalities. The radio promos played in conjunction with the tv campaign, serving as a powerful and entertaining reminder for viewers to tune in.

SENIOR CREATIVE PRODUCER, TV3

2013 - 2018

Employed as a member of the creative team to promote television shows across the Mediaworks stable of channels which included TV3 and FOUR.

Key Responsibilities

- To create engaging on-air promos for TV3 and FOUR Prime time shows.
- Viewing content and editing promos in AVID editor.
- Tailoring the perfect script to sell the show to viewers.
- Working with audio engineers and voice artists in the audio suite to add sound, sfx, voiceover and music to her work.
- Collaborating with the marketing team to deliver promos to tight deadlines.
- Often working closely with local show producers and directors to win their trust and sell their shows to the right audience.

Key Achievements

- 2013 - Winner of Promax NZ Gold Award for "Wildlife At The Zoo" television promo.
- 2014- In the wake of the Canterbury earthquakes, (and as a Christchurch girl herself) Stephanie was honoured to create compelling promos for the television drama telefeature trilogy "Hope and Wire". Working closely with director Gaylene Preston, she was tasked with selling the locally produced drama as a THREE viewing event, while still respecting the true stories of those involved in the 'quakes.

CAREER HISTORY

- Creative Producer CanWest TV3 1997 – 2013
- Professional touring Theatre Actor and Voice Artist 1996 – 1997
- Promo Producer TVNZ 1989 – 1996
- Creative Director Radio 89FM 1988 – 1989
- Radio copywriter/ voice artist/jingle singer/broadcasting cadet 1980 – 1988

COMPLEMENTARY ACHIEVEMENTS & SKILLS

Gained a wealth of experience as an actor, singer and voice artist and has toured the country in professional theatre and worked as an actor in film, short film and television. Has played character roles in many children's animated shows and you will frequently hear her voice on tv and radio commercials.

These supplementary talents have always been an invaluable addition to the skills gained as a writer and producer.

Link to Promo showreel: https://drive.google.com/drive/folders/1j11HDgF-F0zMb_ctF5s5cMbWkSeDpXSB

EDUCATION

- School Certificate - 5 Subjects
- University Entrance - Accredited
- 7th Form Certificate

REFEREES

Available upon request