

Graham Cousens

CONTACT DETAILS

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PROFILE

I am a creative professional who has had a distinguished career in television; developing and maintaining some of Australia's premium brands; leading and motivating large teams of creatives; creating and producing short-form programs and formats.

KEY SKILLS

Creativity

I think strategically to create unique, award-winning solutions to on-air and off-air programming, marketing and advertising briefs that have resulted in the successful positioning of television channels and proven ratings performance for their programming.

Production

Demonstrated story-telling ability through the creation and production of innovative short-form formats that are currently being produced globally.

Management

Expert at managing and motivating creative and administrative teams, employing efficient work-flow systems and creating a highly productive and committed creative culture that delivers the strategic and financial objectives of senior management.

Strategy

Demonstrated ability to create, implement and manage innovative, long-term brand strategy plans for a wide range of demographics and niche audiences in conjunction with marketing, programming and publicity departments.

Negotiation

Ten years' experience in managing seven-figure departmental budgets and negotiating with suppliers to build mutually-beneficial long-term relationships.



EDUCATION/ QUALIFICATIONS

Institution: University of Technology, Sydney.
Qualification: Bachelor Of Arts (Industrial Design) - 1987

Institution: Sydney Grammar School - HSC 1983

EMPLOYMENT DETAILS

Company: WALT DISNEY TELEVISION INTERNATIONAL
Disney Channel, Playhouse Disney

Date: Nov 2006 - May 2009

Position: Creative Director

Responsibilities: Manage the production department, creating local long-form and short-form programs and formats.

Manage the on-air department that produces promotions, channel branding and sizzle reels.

Achievements: Executive Producer for two series (66 x 6min) of the scripted comedy "As the Bell Rings" which is consistently the top-rating kids show on Foxtel.

Created four short-form formats that are now being produced in the US, Europe and Asia ("What a Life!", "Undercover Coach", "Hidden Talents" and "My High School Musical")

Built a state-of-the-art on-air promotions department; hired 8 world-class producers and admin staff; installed a Final Cut Pro facility with 10 workstations, Pro Tools and production suites.

Company: XYZ NETWORKS MUSIC CHANNELS
Channel [V], Club [V], Max & CMC

Date: Nov 2005 - Nov 2006

Position: Head of On-Air (contract position)

Responsibilities: Brand strategy and imagery for the four music channels.

Manage the on-air department that produces promotions, graphics and channel branding.

Achievements: Re-branded and repositioned Channel [V] and Country Music Channels which resulted in significant improvements in ratings and reach.

Implemented three editing/ graphics suites which vastly improved productivity and morale.

Employed a "10 Minute Pitch" process across the company so all staff can present ideas.



Company: NINE NETWORK AUSTRALIA
Date: July 2002 - July 2005
Position: Network Creative Director

Responsibilities:

Created, implemented and maintained all of Channel Nine's on-air and off-air branding.

Directly managed a team of 6 senior designers. Responsible for the 30 staff of the on-air promotions department.

Designed and supervised openers and graphics packages for new programs and sets for all of Nine's News, Current Affairs and Sports programs.

Achievements:

Designed a new 'look', series of idents and brand campaign that successfully repositioned Nine as a network that was fun and entertaining but still sophisticated. Nine had its most successful ratings year in a decade following the launch of the rebrand.

Supervised the design, packaging and promotion of some of Australia's most successful programs including The Block, Celebrity Overhaul, Wide World Of Sports events including NRL, AFL, State Of Origin, Cricket and many others.

Implementation of Avid Non-linear Editing and Avid DS compositing into Nine's Promotion Department.



Company: NINE NETWORK AUSTRALIA
Date: February 1998 - July 2002
Position: Network Promotions Manager

Responsibilities:

Managed a creative department of 30 people.

Managed the on-air branding of the network.

Wrote, produced and directed major image tracks and new show launches.

Achievements:

Greatly improved the culture of the department, encouraging producers to take risks.

Created a graphics department within on-air promotions comprising six broadcast designers which revolutionised the 'look' of in-house promotions.

Improved productivity enormously by introducing non-linear editing.

Led the promo department through one of Nine's most successful ratings periods.

Company: NINE NETWORK AUSTRALIA
Date: September 1993 - February 1998
Position: Senior Promotions Producer

Responsibilities: Created major network image campaigns.

Wrote, produced, directed and edited promotions for Nine's major series programs, movies, special events, sporting events and news programs.

Achievements: Won many awards for a wide range of promotional campaigns.

Assisted Nine's overall branding by producing innovative campaigns, which engaged viewers in unconventional ways.

Company: JOHN BRAIN PRODUCTIONS

A boutique design company that specialised in packaging and print design, corporate videos and television commercials.

Date: February 1988 - September 1993
Position: Graphic Designer/ Producer/ Director

Responsibilities: Designed packaging and advertising material for major companies including Panasonic, Schwarzkopf, BBC Hardware and Master Foods.

Wrote, produced and directed dozens of successful corporate videos with budgets between 20K and 150K.

AWARDS

ASTRA Award	Most Outstanding Short-Form Program 2009 (As the Bell Rings - Series 2)
Logie Nomination	Most Outstanding Children's Program 2009 (As the Bell Rings - Series 2)
5 Gold Promax	(US Awards)
7 Silver Promax	(US Awards)
New York Festivals	World Medal - TV Promotion (Comedy)

MEMBERSHIPS

Promax & BDA (International TV promotion and marketing)
Sydney Cricket Ground
Middle Harbour Amateur Sailing Club

