

# YSABELLA SMITH



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## ABOUT ME

I'm a 27-year-old kiwi, I am a producer, DOP. I have spent 9 years in the industry, predominantly in TV and factual. I'm a dedicated individual who is passionate about my craft.

## REFEREES

James Dunlop | +64 21 9952 74

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Noelle Dance | +64 21 161 0048

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## QUALIFICATIONS

2016 NCEA LEVEL 1 & 2, UNIVERSITY ENTRANCE LITERACY & NUMERACY

### SOUTH SEAS FILM & TELEVISION SCHOOL

2017 DIPLOMA IN FILM & TELEVISION:

*Camera, Lighting & Audio*

2018 DIPLOMA IN FILM & TELEVISION:

*Documentary Directing & Production Research*

## EXPERIENCE

FREELANCE | ASSISTANT CAMERA | THE APPRENTICE NZ - SERIES 1  
(Great Southern Television 2021)

FREELANCE | PRODUCER / DIRECTOR / DOP | MUSIC VIDEOS - VARIOUS  
(2022-2024)

Producer / Director Of Photography- 'Knowing You're Mine' Citrus

Director - 'Fade' Skoozi ft. BOSS PARTY

Director of Photography - 'Forever' Sam Cullen

Director of Photography- Aquarius live at Whammy Bar (VICE)



FREELANCE | 1<sup>ST</sup> ASSISTANT DIRECTOR | LADYHAWKE / BMG RECORDS  
(2021)

In 2021, I assistant directed *three* music videos for Ladyhawke. My role included keeping the set to time, assisting the director to figure out the most efficient way to film and making sure cast and crew were comfortable. I was honored to work with *Lula Cucchiara* filming *Guilty Love* which was received with much acclaim.

'Guilty Love' / 'Mixed Emotions' / 'Think About You'

*Ladyhawke is a legendary award-winning musician from New Zealand.*

FREELANCE | PRODUCER / PHOTOGRAPHER | LIL' CHIEF RECORDS  
(2018-2023)

I've worked with Jonathan and Chelsea for years in various roles, from Producer, Director of Photography and photographer for Jonathan's Tour dates which was posted around the world including *Abbey Road Studios* where the album was recorded.

'Roller Disco' / 'Epicurean' / 'When We Met' / 'Politics' / 'Miss You' / 'Pre-code Hollywood' / 'You Are The Man' / 'Princess Chelsea Live'

*Jonathan Bree & Princess Chelsea are award-winning musicians from New Zealand, with 'Cigarette duet' fame, they have worked with legends like Nile Rogers.*

## WORK



FULL TIME + FREELANCE | CAMERA OPERATOR / FLOOR MANAGER | TV3 / WBD



(March 2019 -April 2024 | 5 Years)

I started my career as a fulltime Camera / Jib Operator and Floor Manager for TV3 in 2019, shooting the news and all the studio based shows the station aired, from entertainment to factual. I developed my technical ability in a live TV environment in the highest professional standard in New Zealand. (NEWSHUB, Nation, The Hui, CRC Motorsport, The Project NZ & The AM Show)

*TV3 is a New Zealand nationwide television channel since 1989. It was New Zealand's first privately owned television channel. The channel is currently owned by Warner Bros Discovery.*



FULL TIME + FREELANCE | VIDEO CONTENT PRODUCER | NZME

(March 2020- June 2023 | 3 years)

In 2020, I embarked on my first full time role producing shoots from advertising campaigns to skits and promotional content. My role consisted of organizing, logistics, managing client expectations, shooting, and directing segments and crew and hybrid shooting. I worked alongside big brands, producing content for Jaguar Land Rover, Coca-Cola, HP (Hewlett Packard) Viva, Radio Hauraki, NZHerald.

After working fulltime as the inhouse producer, I was asked to return in a freelance capacity as a DOP, Cam Assist and Floor Manager.

*New Zealand Media & Entertainment is an integrated Media company, with a portfolio of market-leading newspapers, radio stations and digital platforms.*



FREELANCE | PRODUCTION MANAGER / DOP | WHAKAATA MAORI

(June 2021- June 2023 | 2 years)

I started freelancing at Māori TV (Whakaata Māori) in 2021, I started cam assisting and was asked back to production co-ordinate for a TVC with the *Warriors* and *Hellmans*. Impressed with my organization, I was welcomed back as a Production Manager for their rebrand project which won Silver at the 2022 *Promax ANZ awards* for outstanding marketing. I returned to Production Manage the promo for The *Softball World Cup* in 2022, managing a budget of \$40k, hiring crew, gear and managing logistics, unit and location and talent relations. I've filmed skits as a DOP which aired on social media platforms.

*Whakaata Māori is a New Zealand television channel that broadcasts programmes that make a significant contribution to the revitalization of the Māori language and culture.*



OWNER | CO-DIRECTOR / LEAD VIDEOGRAPHER | CENTRALFILM

(2023 | Present)

I've started a small production company in New Zealand. We make promotional content for hospitality businesses and vendors including *Jameson's* whisky and *Skycity* bar.



FULL TIME | BROADCAST TECHNICAL OPERATOR | QVC UK

(February 2024 -October 2024)

I worked at QVC in London as a multiskilled operator 2-3 days per week. My responsibilities included operating five robotic cameras simultaneously, live sound mixing and lighting.



FULL TIME | TECHNICAL OPERATOR | ITV, EAST ANGLIA

(April 2025- Present)

I currently work at ITV East Anglia as Production Specialist, shooting, sound & vision mixing news bulletins for the East of England.

Proficient with Sony,  
Panasonic, Black Magic,  
Canon & ENG cameras.

Adobe Creative Suite &  
Basic Blender skills.

Other skills include:

Jib operation / hot head & boom

Promotion and PR

Behind The Scenes / Photography

Event Production / Marketing