

JUSTINE McINERNEY

0418 5999 27

Age: 24

Height: 5ft 9

Size: 10/12



MC WORK

Now	Melbourne Renegades, KFC T20 Big Bash League	Hosting games at Etihad Stadium with Glen Moriarty through til January.
2009 – Now	Nova 100	Casanova role hosting events and doing live crosses on air.
Oct 2011	Bloc Party DJ's	East Coast Tour at Warehouse.
Oct 2011	Kasabian Concert	Debit Mastercard Priceless Music gig in the Docklands.
Sep 2011	Fox Sports	AFL Week for Foxtel - Fed Square.
June 2011	WELLA Awards	For Proctor & Gamble (Melbourne).
April 2011	Bulmers (Edinburgh Award)	At the 2011 Melbourne International Comedy Festival.
Jan 2011	'40 Degrees' at RAW HOUSE	With Botanical Cuisine's Omid Jaffari and well-known N.Y chef, Matthew Kenney.

PROMOTIONAL WORK

2009 – Now	Nova 100	MC / Promotions / Events
2010 – Now	Mash Marketing	Promotions / TL / MC
2008 – Now	Our Boys and Girls	MC / Promotions / Event Host / Bar
2008 – Now	ActivNation (Urban)	Promotions / MC
2009 – Now	EPIC Talent	Actress / Extra / MC / Voice Over
2008 – 2009	Kreate	Promotions
2008 – Now	Maverick	TL / Tour manager / MC / Promo
2008 – 2010	StreetSeen	Promotions / TL
2008	Unleashed	Promotions
2007 – 2008	Design Driven	Promotions
2005 – 2007	Panache, BlackBox + More	Promotions

Clients/Campaigns: Garnier, Myer, Mars, Vodafone, Wrigley's Extra, Toyota, Telstra, Turtle Wax, DFO, Qantas, Yarra Valley Water, Optus, Virgin, Nokia, Dairy Farmers, Smiggle, Ferrari, Volkswagen, Lexus, Subaru, Bulmers, Big M, Fox Sports, Gatorade, One Love, Totem, Future Entertainment + MORE

Relevant (other):

Stand Up Comedian

2008 - Current

Opened for: Hung Le, Hannah Gadsby, Tom Seigart, Brad Oakes, Chris Wainhouse and Pommy Johnson.

Played: Comic's Lounge, Comedy House, Blah Blah Comedy Club, Mic In Hand.

Competed in the 2011 Triple J Raw Comedy Festival.

'JMAC: Proactively Awkward' is premiering at the 2012 Melbourne International Comedy Festival.



Maverick (Marketing & Communications)

Aug 2008 – 2010

VIC Team Leader – Bigpond (Nine month contract)

- Roles: coordinate, supervise, review, liase with Sydney office and Telstra client's here on site. Location scout; find appropriate site locations for Sydney office.
- Events: V8 Supercars, AFL Septopia, Station Domination, Spring Racing Carnival, Cricket Series etc.

September 2011

Site Manager – Fox Sports

- AFL Week in Fed Square for Foxtel; Bump in / Bump out / logistics
- Manage 3 staff, external suppliers, on site clients etc

Our Boys and Girls

July 2008 – June 2010

Business Development Manager / Creative Guru

- Booked events/promotions, collated briefs, booked staff etc.
- Revenue & profit grew over 800% since joining team within a year.
- Helped OB&G expand from a simple event staffing company to one of the most well known promotional agencies in Australia.
- Set up Twitter, Facebook and YouTube groups for OB&G and clients.
- Promotional Clients included: M&M's, GRLmobile, Sagami 0.02, Smiggle, Wrights PR, Virgin, Moonlight Cinema etc.
- Creative stunts: Crashing the red carpet at the Logies for M&M's and GRLmobile Nursery Ambush at Flemmington.

Stepback Entertainment

2006 – Current

Director / Creative Guru

- Social media consulting / Online Customisation / GenY &iGen input / Viral / Creative / FB & Twitter Scheduling / Production / Promotions
- Clients such as Right Angle Studio, City of Melbourne, Guerrilla Marketing Australia, Native Digital.
- Blogger: www.jmacstepback.com (Media, events, promotions, comedy, product reviews, travel, lifestyle).

Freelance Content Developer / Community Manager

- Wrote, filmed, produced, directed, edited all online video content, for: Chuppa Chups, Schkinny Maninny, Sabco, Save Point TV, Metro and City of Melbourne.
- Manage THAT'S MELBOURNE Facebook and Twitter campaigns.
- Chief blogging officer for the 'Great Melbourne Treasure Hunt' in collaboration with Right Angle Studio and The Futute Lab (London).

Relevant Talents/Notes:

- Guitar, singer, songwriter. Dancing – some.
- Soccer, netball, football, ice skating (most sports).
- ABN, TFN, car owner, digital camera, HD video camera, have internet.

www.jmacstepback.com
www.stepback.com.au

feel
fabulicious.

vitamins + hydration... (whenever)

GLACÉAU
vitaminwater.

GLACÉAU
vitaminwater.
focus
(raspberry flavour) (6-b-vitamins)

see that everyone is glued to their mobile phones, no one really pays attention to what's going on around them... with all that walking and taking pictures, how many what-ifs could be missing: birds chirping, flowers blooming, shoe sales, really good-looking people, celebrities without make-up, telephone poles, or piles of poo (and we don't mean wine). That's why this stuff has labels - to help keep you focused, so keep your eyes peeled or that smell could be your shoe.

500 mL

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