



MICHAEL ADANTE

MARKETING · PRODUCTION · TECHNOLOGY

Brand campaigns & commercials · Feature film & television · Product, platform & delivery

Hands-on expertise on the entire pipeline allows for streamlining costs & increased productivity.

Contact getfanforged.com — enquiry form IMDb [nm1483782](https://www.imdb.com/name/nm1483782) Based Australia & Los Angeles · B1/E1 visa

100+

COMMERCIALS, MUSIC
VIDEOS &
BRANDED FILMS
DELIVERED

2

FEATURE FILMS FINANCED,
PRODUCED & RELEASED

30M+

STREAMS ON AMAZON
PRIME
& YOUTUBE

20yrs

MELBOURNE · SYDNEY ·
LONDON
LOS ANGELES · SOUTH
AMERICA

PROFILE

I make things **happen** — a campaign, a film, a product. Twenty years of it, in marketing, project management and content creation, across Melbourne, Sydney, London, South America and Los Angeles.

Having spent two decades moving between worlds that usually stay separate: short-form brand content, long-form narrative, and — more recently — technology and software development. That means clients and stakeholders get a Producer who can hold a campaign of social cutdowns, a TVC and a brand film in one schedule. A financier gets a Producer who has closed studio deals, reported to government funding bodies and returned money to equity investors. And a product team gets someone who has actually shipped. We live in an attention economy: marketing, ads, films and branded content all serve one purpose — winning attention and holding it.

WHAT I BRING

Marketing

Campaign and content strategy through finished asset: TVCs, social-first content, cutdowns, copy and print/digital production. Paid campaigns on **Google Ads, Meta and Reddit** — **200M+ campaign views** — plus app-store listings, audience building and performance reporting, including a 100,000+ pre-release community for a studio title.

Production

Feature, television and short-form, from brief to broadcast master: budgeting and scheduling, crewing, casting, shoot, post and delivery. Plus rights, financing and distribution — deals closed with Sony Pictures, Screen Australia and the SAFC.

Technology & Leadership

Head of Production for in-house studios (10+ staff): pipeline and process design, cost control, KPIs and stakeholder management. Ships native macOS, iOS and Android products and web platforms, and runs AI-assisted production and post workflows.

FEATURE FILMS — PRODUCED, RELEASED, RECOUPED

Vanished

PRODUCER / DIRECTOR · AUD \$1M · 2011

Psychological revenge thriller. Raised the finance, acquired the underlying rights and built the corporate structure, then ran physical production through to international delivery.

- AU theatrical (**Pinnacle Films**); world sales (**Shoreline Entertainment, LA**).
- US release to **Redbox** via Osiris — **250,000+** DVD/VOD units.
- Sold to **Amazon Prime**; **20M+** streams on Prime and YouTube. Territories: UK, North America, South Africa, Japan, Portugal.

The Line (US: Without Warrant)

PRODUCER / DIRECTOR · AUD \$250K · 2007

Undercover crime drama and debut feature. Financed, produced and directed independently, then sold into primetime and global VOD.

- AU release (**Accent Films**); world sales (**Bleiberg Entertainment, LA**).
- Primetime network release — **Globosat**, Brazil. Released in the US as *Without Warrant*.
- **Nominated, Best Director** — Rhode Island International Film Festival. Sold to **Amazon Prime**; **10M+** streams on Prime and YouTube.

AUD \$2M+ combined revenue and 30M+ streams. Short films screened at Telluride, Melbourne, Paris, Chicago and Los Angeles.

EXPERIENCE

2025 –
PRESENT

Creator & Producer

ADANTE MEDIA — AUSTRALIA & LOS ANGELES

- Full-service film, television, digital and branded-content production and co-production services across Australia, the USA and Canada.
- Development and financing support via equity, mezzanine and soft-money partners, plus post, sales-agency and distribution partnerships through to release.

2021 – 2022

Executive Producer & Head of Production

TANG MEDIA — SYDNEY, AUSTRALIA

- Led an in-house production studio of **10+ staff** across design, production, creative and social.
- Owned the full content pipeline: client brief, concept, budget, schedule, shoot, post and delivery across digital, print and broadcast.
- Built and managed the freelance and vendor network; set process, cost controls and KPIs for the studio.

2015 – 2020

Producer — ‘Arcane Point’, TV Series

SOURCE COLLECTIVE — MELBOURNE & LOS ANGELES

- Developed the series bible and pilot episode with US cable network **Showtime**.
- Produced the pilot/web teaser; led development, production and post teams from budget and schedule through to delivery.

2013 – 2014

Co-Producer — ‘Lycanation’, Feature Film

SONY PICTURES — LOS ANGELES, CALIFORNIA

- Negotiated rights from the IP holders and secured **USD \$1.5M** in US major-studio development and production financing.
- Ran development, production, market analysis, quarterly and annual studio reporting and revenue recognition.
- Led the social team to a **100,000+** fan audience pre-release, and the design and writing teams extending the IP into a graphic-novel series and novel.

2011 – 2012

Producer / Writer — ‘Blood in the Streets’, Feature Film

HAMMER FILM GROUP — MELBOURNE, VICTORIA

- Lead creative and producer on a narrative feature financed by **Screen Australia** and the **South Australian Film Corporation**.
- Represented the project at Cannes Film Market, American Film Market and AusFilm Los Angeles, supported by Film Victoria.
- Reported project performance and analysis to government financing bodies.

2009 – 2012

Producer — Commercials & Music Videos

PAPER STREET FILMS — MELBOURNE, VICTORIA

- Produced **20+** music videos, TVCs and corporate films for **Ford, BMW, Universal Music Group** and Obese Records.
- Concept breakdown for the production pipeline, budgeting, scheduling, casting and reporting to A&R, agency producers and clients; owned delivery end to end, including broadcast masters. Artists included 50 Cent, Bliss n Eso, Phrase, Pete Murray and Savage.

2008 – 2009

Producer / Director — ‘Vanished’, Feature Film

HAMMER FILM GROUP — MELBOURNE, VICTORIA

- Acquired the underlying rights and devised the financial infrastructure for an **AUD \$1M** production.
- Negotiated AU theatrical (Pinnacle Films), international sales (Shoreline Entertainment) and US release to Redbox via Osiris; tracked performance against sales estimates and reported to equity investors.

2001 – 2008

Earlier — Producer, Director & Editor

AP PRODUCTIONS · FAMILY PRODUCTIONS · EXIT FILMS — MELBOURNE

- **AP Productions:** financed, produced and directed *The Line* (AUD \$250K) to Australian release and international sales; corporate films and music videos for **British Paints** and **Bunnings**.
- **Family Productions:** in-house director — music videos and commercials for **Lavazza** and **Everlast**. **Exit Films:** editor (Avid, FCP) for **Kmart** and **Sony BMG**.

CLIENTS, BRANDS & PARTNERS

SONY PICTURES	SHOWTIME	UNIVERSAL MUSIC GROUP	BMW	FORD	LAVAZZA	BUNNINGS
BRITISH PAINTS	EVERLAST	KMART	SONY BMG	OBESE RECORDS	REDBOX	GLOBOSAT
AMAZON PRIME	SCREEN AUSTRALIA	SOUTH AUSTRALIAN FILM CORP	FILM VICTORIA			

Artist collaborations include 50 Cent, Bliss n Eso, Pete Murray, Savage, Phrase, Antiskeptic and Cinematica.

CAPABILITIES & TOOLS

Production: Budgeting & scheduling (Movie Magic / EP), script breakdown, pre-production bibles, casting, crewing, location and OHS compliance, multi-camera and large-scale TVC shoots, broadcast-master delivery.

Commercial: Financial management, project analysis, revenue recognition, investor and government reporting, rights and distribution negotiation, stakeholder management, KPI design.

Creative: Concept and treatment development, script editing, directing actors, editorial, social content strategy and audience building, campaign copy and print/digital asset production.

Technical: Avid Media Composer, Adobe Premiere Pro & CS Suite, DaVinci Resolve, Photoshop, Final Draft, Movie Magic, MS Office. Cameras: ARRI Alexa, RED, Blackmagic, Sony, Canon, DJI.

EDUCATION & CREDENTIALS

Bachelor of Film & Television (Producing)

Victorian College of the Arts, Melbourne — 2002

Bachelor of Arts, Communications & Professional Writing

University of South Australia — 1999

Producing & Directing Actors (short courses)

Australian Film, Television & Radio School (AFTRS) — 1998

Full Member, Australian Directors' Guild

Australian citizen · USA B1 & E1 visas · Working with Children check · First Aid & OHS

SELECTED SCREEN CREDITS

Vanished

Feature · Producer, Director, Writer, Editor · 2011

The Line / Without Warrant

Feature · Producer, Director, Writer, Editor · 2007 / US 2013

Arcane Point

TV series (Showtime) · Producer · bible & pilot

Lycanation

Feature (Sony Pictures) · Co-Producer · development

Blood in the Streets

Feature · Producer, Writer · Screen Australia / SAFC

Bridger

Feature · Producer · in development

Shorts: Clown Story, Shanti, Dog's Day, Joe Bus, The Fighter

Director / Writer · 2001–2005 · award-winning, screened at Telluride, Melbourne, Paris, Chicago & Los Angeles festivals

SELECTED PROJECTS — BRAND, CAMPAIGN & PRODUCT

Hey Suzi — client campaign film (2023)

Producer · launch film for an AI service-booking assistant: cast, crew, shoot, edit, motion graphics & delivery

Lycanation — Sony Pictures

Key art, brand & community; 100,000+ pre-release audience; IP extended into an enhanced digital novel & graphic-novel series

RiskDesk · HedgeDesk · OptionsDesk · CashDesk

Product brand, campaign creative and store listings; paid campaigns on Google Ads & Meta — 200M+ views

Native apps shipped

macOS, iOS & Android products taken from concept to App Store and Google Play release

REFERENCES

Available on request — **David Redman** (Producer, Los Angeles) · **Anthony Wemyss** (Producer, Melbourne) · **Brendan Hay** (Producer, Underground Transmitter, Melbourne) · **Lejo Pet** (Studio Executive, Sony Pictures, Los Angeles).