

Cameron Dunlop

Content development · Plain-language communication · Production and supplier management

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PROFILE

Communications and content specialist with more than a decade turning specialist information into content general audiences can follow. Six years on staff at the University of Melbourne, then, from 2021 to 2026, an external video and content supplier to its marketing, engagement and communications teams across eleven faculties, schools and units. Takes a client's objectives and source material, works out what the audience needs to understand, writes the brief, and leads designers, animators, camera operators and editors from concept to delivery. Science-trained (BSc, University of Melbourne), with the ADMA Modern Digital Marketing Certificate (2026).

KEY CAPABILITIES

Content standards and continuity

Developed the style of a three-year university video series covering 21 postgraduate courses and became its point of continuity, carrying its messaging and keeping production records so each of five successive marketing leads could pick it up rather than restart it.

Creative briefs and supplier management

Briefs and directs freelance designers, animators, camera operators and editors on projects of \$5k–\$150k, with responsibility for quoting and budgets.

Safety and compliance material

Drafted the scripts for Brisbane Airport Corporation's staff onboarding series on health and safety, compliance, legal and risk requirements, presented by the CEO and General Managers, and revised them through the corporation's internal review and sign-off.

Plain language and accessibility

Plans interviews so subject experts explain their work in everyday words, then writes scripts and on-screen text for viewers new to the subject. Captioned every video as a studio standard, and delivered clients' access and language requirements, from a welcome recorded in Mandarin with Mandarin and English captions to a profile of a deaf alumna.

Audience-led creative

Pitched the creative concept IDP Education adopted for IELTS, then produced a version for each of the three audiences IDP defined, built around the decision that group was making.

Stakeholder sign-off

Presents concepts to faculty marketing leads and corporate clients, takes them through sign-off, and advises on what an idea can be within its budget and constraints.

EXPERIENCE

Co-founder — Latitude Video Production, Melbourne

2017 – 2026

Video and content production for universities, cultural institutions and corporate clients. Company director from incorporation in 2023 until the equity sale in June 2026.

- Production lead on the University of Melbourne Faculty of Arts postgraduate course videos (2023–26): planned and ran 77 interviews over 40 filming days and shaped the story for each of 21 courses, working to the faculty's brief and brand through five successive marketing leads. Later videos drew on interviews filmed years earlier, because the material and the reasoning behind it were kept on record.
- Made a ten-minute documentary on *Flashover*, an immersive bushfire artwork led by CJ Taylor and Dr Robert Walton at the University's Faculty of Fine Arts and Music, interviewing the creative team and the CFA volunteer firefighters who appear in the work, each portrayed against a backdrop built from their own memories of fire. Made for the University's communications team, it formed a major part of the submission that made the work a 2025 finalist in the Lumen Prize, an international art and technology award.
- Made course, campaign, research and internal videos for marketing, engagement and communications teams across eleven faculties, schools and units, each to the brief, brand and audience the commissioning team set, and taken through their sign-off.
- Made short films presenting humanities research to public audiences, including the *See Your Humanity* series for the Melbourne Public Humanities Initiative (each paired with a written piece by the University team) and profiles of the University's Australian Centre fellows and funded projects.
- Delivered six commissions for Brisbane Airport Corporation between 2014 and 2024, the earliest before Latitude was founded, including the CEO-hosted staff onboarding series, scripted by Latitude and taken through the corporation's internal sign-off.

- Pitched the creative concept IDP Education adopted for IELTS Australia and co-wrote and shot the commercials, one version each for people taking the test to study, to work or to migrate. IDP ran the paid media and reported 3,000,000 Meta reach at \$21.69 per acquisition.
- Reviewed client-shared results and used them to change how later content was made: brand cues in the first three seconds, a clear call to action, and versions built for how each platform is watched. MIFF's online showcase trailers drew 105,900 TikTok and 67,366 Instagram views, with MIFF reporting showcase viewing up 25% on the year before.
- Ran the business: quoting, budgets and supplier management; a full-time editor as a direct report and up to 11 on payroll at peak times; the workflow and editorial standards the studio worked to; and Latitude's own brand, website and social channels.

Trade Sales Specialist — TecArt (Technical Arts Solutions)

2022 – 2023

Part-time. Specialist supplier of film, theatre and content-creation equipment to the screen and performing arts sectors.

- Built relationships with buyers at three universities new to the company within 12 months.
- Restructured the company's WordPress website after a business acquisition, rebuilding navigation and product categories around how institutional buyers look for equipment.
- Explained technical equipment in plain terms to non-technical decision-makers at universities, schools, venues and galleries.

University of Melbourne

2013 – 2019

Production and Learning Officer, Faculty of Arts (2015–19) · Multimedia Officer, University Services (2013–15)

- Made videos for the Faculty's External Relations unit, including campaign content and the Dean's lecture series.
- Made video and digital learning content in a faculty of 50 disciplines and 300 academic staff.
- Made videos for student services, academic skills, alumni and faculty teams, working directly with department heads on what each needed to communicate.
- Set up and ran the Faculty's equipment-loans office, supervising one staff member.

Screen production

2019 – 2022

Master of Arts Screen at AFTRS, then freelance director of photography and camera operator, including ABC and Amazon Prime productions.

EDUCATION

ADMA Modern Digital Marketing Certificate — ADMA	2026
Master of Arts Screen — Australian Film, Television and Radio School	2020
Bachelor of Science — University of Melbourne	2018

TOOLS AND CHECKS

Tools: Adobe Creative Suite, DaVinci Resolve, WordPress, Canva, Google Analytics, AI transcription and editing tools.
Checks: Working with Children Check (current) · Victorian driver's licence · able to complete a national criminal history check.