

## Nathan Ceddia

Melbourne, Australia

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Dual Citizenship: Australian & Italian

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### Professional Summary

A multiskilled creative with an arts background and over a decade of experience in film, photography, content marketing, and art direction. Known for developing strategic, visually compelling content that drives engagement and builds lasting brand identity. Passionate about sustainability and storytelling that inspires and shapes future-forward brands.

*Clients include: Adidas, Samsung, Gucci, LG, Nike, Nowness, Pharrell Williams, I AM OTHER, Bombay Sapphire, Starbucks, Snarkitecture, It's Nice That, Ignant, Pentatonic, and Uniqlo.*

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### Core Skills

- Content Marketing & Strategy
  - Art Direction & Visual Storytelling
  - Cinematography & Video Production
  - Studio & Lifestyle Photography
  - Creative Concept Development
  - Social Media Content Creation
  - Team Leadership & Project Management
  - Copywriting & Campaign Messaging
  - Adobe Creative Suite & Web-Based Tools
  - High-End Production & Post Workflows
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### Professional Experience

#### Film Director & Creative Producer

**Gumnut Films — Melbourne 2024 – 2026**

I am currently working as a freelance Commercial Director. Helping shape future-focused brands through strategic, impactful high end content.

My recent work includes TV commercials for Australia's leading advertising agency and a short film that was invited to the 2025 Cannes Film Festival.

**Creative Lead & Head of Content — Germany, Italy, Spain**  
**Lynk & Co — Berlin 2022 – 2024**

Lynk & Co is a mobility brand redefining car ownership through flexible subscription models and sustainably designed vehicles. A joint venture between Geely and Volvo, the company blends Scandinavian innovation with smart connectivity, offering a fresh approach to urban mobility across Europe.

At Lynk & Co I spearheaded the end-to-end development and execution of comprehensive video and photography content strategies across key European markets, including Germany, Italy, and Spain. Ensuring alignment with overarching brand vision and regional objectives.

Directed and produced a wide range of high-impact visual content, including editorial, product, campaign, and behind-the-scenes materials

Managed complex international productions, including large-scale TV and film shoots across diverse locations and teams.

Established and maintained a cohesive visual identity, delivering a full suite of brand assets for both digital and print applications

Partnered closely with creative and marketing leadership to drive brand engagement, audience growth, and measurable sales uplift

Oversaw cross-functional creative teams and third-party collaborators, ensuring the consistent delivery of premium content across all channels

**Head of Creative Content**  
**Pentatonic — Berlin 2017 – 2022**

Pentatonic is a pioneering design and technology company at the forefront of the circular economy. Founded in 2016, Pentatonic collaborates with leading global brands to transform waste materials into high-performance, sustainable products.

At Pentatonic I held full ownership of Pentatonic's visual media across all stages from creative conceiving and production through to post-production and final delivery.

Defined the brand's visual identity and aesthetic direction across all content

Led creative concept development to ensure innovative and brand-aligned storytelling

Strategically planned and executed content calendars in alignment with marketing campaigns and product launches

Managed post-production workflows across multiple platforms, ensuring consistency and high-quality output. Delivered a diverse suite of assets including product pack shots, video content, lifestyle imagery, behind-the-scenes visuals, and editorial-style campaigns

**Creative Content Producer & Social Media Manager**  
**Bompas & Parr — London 2015-2017**

Bompas & Parr is a visionary studio creating immersive, sensory-led experiences that fuse food, design, and performance.

During my time at B&P I worked closely with the Creative Brand Director to establish a strategic content programme aimed at increasing brand awareness.

Conceptualised and developed compelling creative and narratives that align with the Bompas & Parr's brand identity and core values.

Crafted creative and engaging treatments tailored to specific briefs.

Produced and directed dynamic visual content integrating imagery, sound, and storytelling.

Managed and grew Bompas & Parr's social media presence, including Instagram, Facebook, and Twitter.

Partnered with content and events teams to create still and motion visuals for project promotion and marketing campaigns.

**Video Tech - Doctor Strange**  
**Marvel Studios — London 2015**

Marvel Studios is a globally renowned entertainment company known for producing the Marvel Cinematic Universe.

At Marvel I collaborated closely with the Video Lead to set up and maintain all video systems and on-set infrastructure

Provided technical support to ensure smooth operation and functionality of all video equipment throughout production. Handled data wrangling, encoding, and secure media backup processes

Logged and reported data transfers, maintaining detailed records and version control

Delivered general on-set production support across departments at Pinewood Studios and various filming locations

**Production Assistant - The Amazing Race**  
**Channel 7 — Melbourne 2014**

Channel 7 is one of Australia's leading commercial free-to-air television networks, delivering a diverse range of high-quality programming across news, sports, entertainment, and lifestyle.

At 7 I led overnight data ingest operations, ensuring secure and efficient management of all footage

Provided comprehensive production support across departments on-set and on location

Captured behind-the-scenes video and photography content to support promotional and archival needs

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## Education

- **Bachelor of Fine Art (Film & TV)** — RMIT University, Melbourne | 2010 – 2013
- **Advanced Diploma of Hospitality & Hotel Management** — Academy Sofitel | 2008 – 2009
- **VCE** — Sandringham Secondary College | 2000 – 2007

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## Interests

Film • Photography • Fashion Design • Travel • Cooking • Cycling •

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## References

### **Adriana Giuffrida**

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### **Kiefer Casamore**

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