

NICK POLLACK

Creative Lead | Senior Video Editor | Director

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PROFESSIONAL SUMMARY

Senior creative and editor with 20 years of experience across streaming, broadcast, agency, and branded content environments. Operates at the intersection of editorial craft and creative leadership, comfortable shaping the edit and directing the strategic thinking around it. Deep command of post-production workflows from edit through grade, sound, and VFX integration, with strong experience managing multi-territory delivery pipelines, localisation, and compression to platform spec. Experienced in sizzle reels, video previews, trailer and promo content, and long-form storytelling. A confident communicator across geographies and time zones, with a proactive, solutions-oriented approach to complex creative and technical challenges. Winner of Best Director (Digital Category), Australian Directors' Guild.



EXPERIENCE

Freelance Creative Lead | Director | Writer

2012 – Present

Self-Employed | Sydney, Australia & International

High-end TVCs, branded campaigns, and promotional content for VMLY&R, Lionsgate/Ace Entertainment (US), Canva, News Limited, Channel Seven Studios, Infinity Squared, Resolution Design, Screencraft, and Pinstripe Media.

- Directed and edited end-to-end commercial and promotional projects for major international clients, managing creative and post workflows from brief to multi-platform delivery.
- Wrote four feature films produced by Lionsgate/Ace Entertainment in the US, developed and delivered remotely from Sydney — demonstrating sustained long-form narrative craft and effective collaboration across time zones with international partners.
- Managed full production budgets up to \$100k and crews of up to 100, coordinating directors, DOPs, VFX artists, sound engineers, and editors across complex multi-deliverable campaigns.
- Maintained organised, scalable project architecture and asset management across campaigns with 100+ deliverables and multiple localisation versions.
- Served as primary creative and client contact, leading briefing sessions, presenting work to senior stakeholders, and managing the creative review process through to final delivery.

Senior Video Editor & Assistant Director

2023 – Present

Step One Underwear | Sydney, Australia

- Serve as senior storytelling editor on high-end international TVC campaigns, working in close collaboration with the Creative Director across editing and motion graphics to deliver premium-quality commercial content.
- Assist the Creative Director in directing TVCs, translating briefs into detailed storyboards, shot lists, and shooting schedules, and planning all logistical elements including locations and props.
- Bring a deep editorial sensibility to the pre-production process, ensuring the creative vision is fully mapped before camera rolls and that post flows efficiently from a well-structured production plan.

Contract Senior Video Editor — High-Volume Social Content

Mar–Jul 2025

Spork Socials | Gold Coast / Remote

- Delivered 40+ unique edited videos weekly across 12 clients, independently managing a high-complexity production schedule to meet all deadlines.
- Owned end-to-end post workflow: editing, motion graphics, sound design, client revisions, and platform-optimised delivery across TikTok, Instagram Reels, and Facebook — including format, aspect ratio, and compression requirements for each platform.

Field & Studio Producer & Editor — Kochie's Business Builders

2020 – 2022

Pinstripe Media | Sydney, Australia

- Produced and directed a weekly studio segment on Channel Seven, managing the studio floor, directing talent, and operating camera to deliver broadcast-ready content each week alongside host David Koch.
- Produced on-location interviews with industry leaders and SMB owners, adapting to remote formats during Covid to maintain broadcast continuity.
- Edited completed segments to broadcast standard and delivered to head of post for programme integration.

Creative Lead — Moving Image Department / Director – Editor

2008 – 2013

Deepend Sydney | Sydney, Australia

- Led the Moving Image department at one of Australia's leading digital agencies, shaping editorial standards and quality control processes while maintaining hands-on creative and production involvement.
- Oversaw a multidisciplinary team of editors and motion designers across concurrent campaigns, ensuring consistent output quality and on-time delivery.
- Managed post-production workflows across edit, grade, sound, and VFX integration for high-profile digital accounts.
- Led client-facing creative presentations and managed the review process from concept through to final delivery.
- Awarded Best Director (Digital Category), Australian Directors' Guild. Agency won Best Digital Agency two years running, B&T Awards.

Senior Video Director / Editor

2004 – 2008

Massive / Massivevision | Sydney, Australia

- Directed commercial and digital content end-to-end, managing production logistics, scheduling, and client liaison alongside creative delivery.
- Mentored junior editors and contributed to team development and output quality.

PUBLISHED BOOKS

Script Shoot Scroll: The Art of Storytelling in the Social Age - tinyurl.com/2tjdam3n

Script Shoot Scroll: The Beginner's Blueprint - tinyurl.com/265fzt7y

SKILLS & TOOLS

Primary Editing: Premiere Pro (advanced), FCPX, Avid Media Composer, DaVinci Resolve, CapCut

Post & Delivery: Media Encoder, Compressor, multi-platform delivery specs, aspect ratio management, localisation workflows, compression guidelines, QC

Supporting Tools: After Effects (motion graphics), Photoshop, Illustrator, Lumetri Colour, Audition

Project Management: Frame.io, Monday, Google Workspace, Dropbox — organised project folder architecture across edit through localisation delivery

Content Formats: Sizzle reels, video previews, trailers, promos, long-form, broadcast, high-volume social

AI Creative Tools: Adobe Firefly, Midjourney, Runway, Kling, Vidu

EDUCATION & AWARDS

Associate Diploma in Film & TV Productions - KvB College of Visual Arts, Sydney, 1999

Best Director, Digital Category - Australian Directors' Guild

(References available on request)