

JUSTINE BANNISTER

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INTERNATIONAL CHILDREN'S MEDIA EXPERT

Sourcing, Acquisitions, Co-productions, Production, Post-Production, Workshops, Project Evaluations
International Distribution, Marketing & Press, Brand Positioning & Community Management
Trilingual: English / French / Spanish

PROFESSIONAL EXPERIENCE:

JUST B Paris - Spring 2013 to date

FOUNDER - INTERNATIONAL CHILDREN'S MEDIA CONSULTANCY

- International Distribution, Funding, Financing and Matchmaking missions for specific clients
- Creation and implementation of marketing & press strategies for producers & distributors
- Project sourcing and evaluation for producers, funding organisations and other specific clients
- Speaker at animation events, festivals and markets: Marketing, Promotion, International Distribution, Pitching
- Jury member duties at animation festivals

Case Studies and project specifics can be provided upon request

PGS ENTERTAINMENT Paris - Spring 2011 to Winter 2012

DIRECTOR OF INTERNATIONAL BUSINESS DEVELOPMENT & ACQUISITIONS

- Sourcing and acquisitions of new properties to complement the PGS line-up
- Creation and implementation of overall marketing & press strategy (Corporate & Catalogue)
- Management of marketing, communication & press budgets and agendas
- Management of dubbing and adaptation of PGS properties into English
- Overseeing key brand management projects in terms of publishing, gaming and licensing
- Search for new business in terms of partnerships, publishing, licensing and online
- Overhaul of corporate branding and homogenization of sales and marketing tools

WALT DISNEY COMPANY SA - DISNEY CHANNELS FRANCE Paris & Buenos Aires 2010

ACQUISITIONS MANAGER & POST-PRODUCTION MANAGER

- Sourcing, Acquisitions and Co-productions across the four Disney France Channels
- Coordination & Collaboration on Special Project 'Call to Tender 2010' for French Productions
- Animation and live action project development on new series
- Team management of the Acquisitions and Development departments
- Coordination of logistics, script adaptation, casting, pre-production, shooting and continuity
- Post-production coordination & supervision of Final Mix in both Final Cut and Pro Tools
- Implementation of new screening procedures, contact & calendar organization
- Overseeing the shoot and post-production of 'Art Attack' successfully to Final Mix and delivery for broadcast in preparation for the launch of Disney Junior France

TV LOONLAND UK Ltd., London and Paris – 2005-2010

HEAD OF INTERNATIONAL DISTRIBUTION & ACQUISITIONS

- Implementation of sales strategy across all media resulting in a 50% increase in sales turnover
- Modernisation of Marketing and Press strategies & materials, management of press relations, marketing & press budgets
- Management of Sales, Servicing and Marketing Teams
- Prospection, sales and pre-sales for pan regional deals and in key territories
- Proactive sourcing, acquisitions and co-financing of new IPs for the Loonland catalogue
- Acquisition evaluations and 10-year TV, DVD & New Media sales estimates for each Brand
- Sales figure reporting and presentation to shareholders in collaboration with Head of Finance and MD
- Coordination of dubbing, voice casting and adaptations, in collaboration with Head of Production
- Rights Management system creation and implementation in collaboration with Legal Affairs
- Management of Market and trip coordination, stand design, press and advertising campaigns and promotional stunts
- B2B communication mail merges, newsletters, client key show info to clients
- Participation in upgrade and renovation of group website and creation of the online screening room

DARGAUD SA (now MEDIATOON SA) Paris – 2004-2005

DIRECTOR OF INTERNATIONAL SALES & ACQUISITIONS

- Head of both Dupuis (preceding sale to Dargaud SA in 2004) and Dargaud International
- Sales team management - 5 International Sales Executives, Traffic Manager & Business Affairs
- Sourcing and acquisitions of animation and/or comic book projects
- Revision of existing works for potential adaptation into animated or live action series, specials or features
- Catalogues & both teams merged within a six-month period and an increase of sales revenues by 130%

DUPUIS SA Paris – 1999-2004

DIRECTOR OF INTERNATIONAL DISTRIBUTION

- Creation of the International Distribution department, rights management system and procedures
- Implementation of International Sales strategy across all media
- Creation of template contracts and invoicing system in collaboration with Business Affairs
- Creation and implementation of communication and marketing strategy
- Creation of marketing and sales tools in collaboration with public relations and press departments

EUROPE IMAGES (LAGARDERE GROUP) Paris – 1995-1999

SALES MANAGER

- Deal brokering for 5000 hours of programmes in Spanish & Portuguese-speaking territories
- Achievement of a 65% increase in turnover in sales revenue within two years
- Sourcing of new animation projects and produced series and specials for the catalogue

PIXIBOX ANIMATION STUDIO Paris – 1994-1995

ASSISTANT PRODUCER

- Script research, revision and editing, writer coordination and line-checking
- Liaison with co-producers and broadcasters

READERS DIGEST MAGAZINE (European Editorial Office) Paris – 1993-1994

EDITORIAL ASSISTANT

- Fact-checking and research for original articles
- Translations (French and Spanish into English) and Archiving

TWENTIETH CENTURY FOX TELEVISION, Paris - 1993

SALES & MARKETING ASSISTANT

- Sales coordination and after-sales servicing, broadcast material dispatch
- Organization of management sales trips and markets

EDUCATION and QUALIFICATIONS:

POSTGRADUATE TRILINGUAL BUSINESS DEGREE (1992-1993) Master's Degree Equivalent Poitiers (France) & Barcelona (Spain)

Economics, International Relations, Politics, Statistics, Management, French and Spanish

BA HONOURS DEGREE (1987-1991) – European Studies & Spanish Hull University (UK) & 3rd year at Madrid Nebrisensis University (Spain)

Core Subjects: International Relations and the functionality of European Institutions

Thesis presented in 4th & final year - ETA The Reality of the Terrorist Threat in Democratic Spain

A' LEVELS (1985-1987) – (Equivalent French Baccalaureate)

Sutton Girls Grammar School (UK)

Subjects: English Literature, Spanish, Economics and General Studies

ADDITIONAL SKILLS AND INTERESTS:

COMPUTER LITERACY: MS Office, File Maker Pro, Photoshop, Movie Maestro, Windows Office

LANGUAGE SKILLS: Trilingual - English (Mother tongue), Spanish and French

Excellent command of spoken & written Italian and comprehension of spoken & written Portuguese

INTERESTS: Children's Books, Comics, 'Plant pot' Gardening, Cinema, Horrible Histories and Squash

REFERENCES PROVIDED UPON REQUEST