

# PERRY BRADLEY

## FILM DIRECTOR



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perrybradley.com  
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## SUMMARY

Directed projects across Asia, Europe, USA, South America, and the UK

Youngest ever Film Director at The NZ National Film Unit

Creative Producer for X-Factor New Zealand television series and TVNZ New Season Launch event

Served as craft judge at advertising festivals

Mentor and lecturer in advertising industry courses

## PROFILE

Perry Bradley is a director and collaborator known for his performance-driven, rhythmic, and visual approach to filmmaking. His work has earned international recognition, including D&AD, AXIS, AWARD, Cannes Lions, and Effies. With a deep understanding of both performance and visual narrative, he has crafted compelling stories across film, television, and advertising.

A versatile filmmaker with a broad background in the arts, Perry seamlessly moves between diverse storytelling formats. He is skilled in storyboarding, second-unit directing, editing, visual effects, and sound design—bringing both technical expertise and narrative insight to every project.

As Co-founder and Partner at Film Construction, one of New Zealand's leading production companies, Perry has played a key role in launching and mentoring other filmmakers. He is also a member of the Directors and Editors Guild Aotearoa New Zealand.

## PROFESSIONAL EXPERIENCE

### FOUNDING PARTNER / FILM DIRECTOR

Film Construction | 1996 - Present

Directed hundreds of television commercials and advertising projects in globally

- Co-founded and developed a leading film production company in New Zealand
- Directed hundreds of television commercials and advertising projects globally
- Mentored and developed careers of Producers and Directors for 20+ years
- Wrote and developed PR and promotional programs for the company
- Marketed Film Construction brand internationally
- Received numerous awards including D&AD, AXIS, AWARD, MOBIUS, LIA, CANNES, EFFIES

Notable Agency Collaborations:

- FCB, JWT London, Saatchi & Saatchi, M&C Saatchi, McCann Erickson, Ogilvy, Grey Worldwide, Clemenger BBDO, Colenso, DDB, Special, Leo Burnett, R/GA New York, BBH Singapore, Dentsu Jakarta

Selected Brands:

- Coca Cola, Google, Hyundai, Toyota, Air New Zealand, HSBC, Johnnie Walker, McDonalds, Vodafone, Westpac, NZ Rugby, KFC, Nestle, Lion Breweries, Mazda, Cadbury, FedEx, Greenpeace

## PROFESSIONAL EXPERIENCE

### SELECTED FILMOGRAPHY

#### BIRTH OF A NEW ZEALAND SYMPHONY (2022)

SKY ARTS CHANNEL Documentary short following expatriate composer Brent Parker

#### CREATIVE DIRECTOR: DARE TO DREAM (2015)

Developed 6 x 30 minute television series about AMP Scholarship winners screened on TVNZ

#### CREATIVE PRODUCER/DIRECTOR: TVNZ NEW SEASON LAUNCH

Large scale multimedia event featuring projection mapping with performers and television celebrities

#### CREATIVE PRODUCER: XFACTOR NZ (2013)

MEDIAWORKS AUCKLAND Created over 100 unique performances, coordinating lighting, video screen design, choreography, styling, and celebrity performances

#### AIRDATE FILMS, WELLINGTON (1992 - 1995)

Film Director

Directed television commercials for advertising agencies

Established Auckland branch of Airdate

#### TELEVISION NEW ZEALAND, AVALON TV STUDIOS (1990 - 1992)

Writer/Producer/Director

Created television commercials for in-house production

Worked directly with TVNZ sales and marketing department and clients

#### NEW ZEALAND NATIONAL FILM UNIT (1985 - 1990)

Writer/Producer/Director

Wrote and directed dramatic short films and documentaries including:

THE BEE KING (30 mins) Short drama written by Anna Kennedy

A SMALL WAR (30 mins) Drama written by Maurice Gee

FRIDAYS FIRE (30 mins) Drama

BLADES (30 mins) Natural history documentary

WE'RE ONLY HUMAN BEINGS DRESSED IN FIREMAN'S UNIFORMS (60 mins) Prime time Television documentary

NZ PAVILLION FILM BRISBANE EXPO 2nd Unit Director working with John Laing

### EDUCATION & TEACHING

Guest Industry Lecturer, Auckland University of Technology (2010-present)  
Conducting workshop sessions on the film creation process and the agency production company collaboration

## SKILLS

Strong verbal, written, and visual communication

Storyboarding and previsualization

Project management and team leadership

Staff development and mentoring

Content marketing strategy development

Creative process instruction

Technical Proficiencies:  
AI Tools: Midjourney, Runway AI

Editing: Resolve, Final Cut Pro

Audio: Logic Pro, Ableton, Reason

Previsualization:  
Storyboard Pro, FrameForge Previz

Design: InDesign, Photoshop