

BEN POWDRELL

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PROFESSIONAL SUMMARY

Senior content leader and editor with 25+ years of experience leading editorial teams, producing award-winning VFX projects, and delivering cross-platform storytelling for global audiences. Proven ability to drive creative vision, manage high-performing production teams, and execute strategic content initiatives from concept through delivery. Experienced in film production, VFX editing, narrative development, and multi-platform content strategy.

CORE COMPETENCIES

- Senior Editorial Leadership
- Cross-Platform Content Strategy
- Creative Direction & Storytelling
- Budgeting & Resource Allocation
- Talent Development & Mentorship
- VFX & Post-Production Oversight
- Project & Team Management
- Stakeholder Collaboration
- Audience Engagement & Analytics
- Strategic Vision Execution

WORK EXPERIENCE

PRESIDENT

10/2024 to Current

Directors and Editors Guild of Aotearoa New Zealand

- Manage cross-functional teams to deliver high-quality initiatives on time and within scope.
- Oversee industry partnerships, enhancing organizational profile and opportunities for members.
- Direct strategic vision and national/international collaborations to advance the editing and production industry.
- Lead advocacy, professional development, and awards programs for editors, producers, and VFX specialists.

CO-DIRECTOR

01/2008 to Current

Suite Habana Productions Ltd

Wellington, NZ

- Manage production and post-production operations for feature films, TV and web projects.
- Foster client and stakeholder relationships, securing ongoing business and partnerships.
- Lead creative teams to deliver projects on time, within budget, and at high-quality standards.
- Develop and execute marketing and content strategies, driving audience engagement and growth.

MARKETING EDITOR

01/2016 to 01/2026

VFX Editor, Wētā FX

Miramar, Wellington

- Collaborated cross-functionally to maintain production quality and narrative consistency.
- Managed project timelines and resource allocation to ensure timely delivery of complex visual effects.
- Produced award-submission content and marketing campaigns to support recognition and client acquisition
- Supervised VFX editing and post-production for major productions including Game of Thrones, The Batman and Avengers: Infinity War / Endgame.

SENIOR EDITOR**Writer, Content Producer, 3 Foot 7 Ltd (*The Hobbit*)****08/2011 to 07/2015****Miramar, Wellington**

- Developed narrative strategies and creative content for multi-platform distribution.
- Edited and produced behind-the-scenes content and production diaries for *The Hobbit* trilogy.
- Delivered high-impact content on schedule and within budget, ensuring audience engagement
- Coordinated with directors, writers, and production teams to align creative vision and execution.

EDUCATION AND TRAINING

MASTER OF ARTS: CREATIVE WRITING – SCRIPTWRITING)**06/2021***International Institute of Modern Letters**Victoria University***BACHELOR OF ARTS: BROADCASTING & COMMUNICATIONS)****06/2000***Ara Institute of Canterbury**Christchurch, NZ*

ACTIVITIES

Oversaw multi-project VFX editing, marketing, and content strategy across international feature films.

Produced viral animated series *Bloke of the Apocalypse*, achieving 730k+ views across all episodes (Oct 2025).

Edited on NZ #1 box office hit *Red, White and Brass* (Netflix) and Emmy-award winning series *Reservoir Hill*.