

# Gemma Lee

Director

Writer

Producer

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## Bio

Gemma Lee is an Australian director, writer and producer with a background in visual arts and a Master's in Writing and Directing from the Victorian College of the Arts. Passionate about creating visually striking, narrative-driven content, she combines cinematic storytelling with a strong focus on performance. Her dedication to emotionally driven work has made her a sought-after director for both local and international advertising agencies and brands.

With extensive experience in directing high-end TV commercials, narrative content and music videos, Gemma excels at leading large crews and managing complex productions. Her meticulous attention to detail and creative vision consistently result in striking imagery that resonates deeply with audiences. Gemma's short films have screened at major film festivals, including her award-winning *The Wake*, which was nominated for the Jury Prize at the Tribeca Film Festival. Currently, she is developing *The Hunger*, a series adapted from *The Bluffs*, and *Echoes*, a feature film supported by Screen Australia.

## Film & TV

### ECHOES

Feature Film - *In Development*  
Supported in development by  
Screen Australia & Screen NSW  
Director / Producer

### FIZZY AND SUDS Season 2

TV Show ABC  
Writer / Director  
Tilt Media

### THE HUNGER

TV Show - *In Development*  
Director / EP  
Dreamchaser

### PHENOMENON

TV Series - *In Development*  
Director / Producer

### HOME & AWAY

800 WORDS  
XFACTOR  
TV Promos - Channel 7  
Director 2015

### ECHOES IN TIME

Short Film - Nov 2025  
Director / Producer  
Screen NSW Short to Feature Fast Track

### BEDTIME

Short Film  
Director / Writer / Producer  
**Official Selection:** Fantasia Festival 2019,  
Sydney Underground Film Festival 2019,  
St Kilda Film Festival 2019, Monsterfest  
2019

### THE WAKE

Short Film  
Director / Producer  
**Official Selection:** Tribeca Film Festival  
2010, Palm Springs International  
ShortFest 2009, Flickerfest 2010, St Kilda  
Film Festival 2010

### HEAVEN

Short Film  
Writer / Director / Editor  
**Official Selection:** Flickerfest 2009

## **Selected Commercial Work**

**Xcopri 'Road To Reduction'**  
Honor Society 2025

**Ramsay Health 'Get Back'**  
Kemistry / Taxi Film 2025

**Canteen 'Flip Side Of Cancer'**  
Akqa / Merv 2024

**Panadol 'Every Day Pain'**  
Leo Burnett / Merv 2024

**Dove 'Beauty Of Damage'**  
Ogilvy London / Honor Society 2024

**Toyota Corolla "Create Every Moment"**  
Saatchi & Saatchi Canada / Iq 2023

**Toyota Rav4 'Well...'**  
Saatchi & Saatchi Canada / Iq 2023

**CVS "Flu Shot"**  
Saatchi & Saatchi New York / Iq 2022

**Coppertone 'It's Great Outdoors'**  
Huge (Usa) / Honor Society 2022

**Myob 'skip The Stress'**  
The Royals / The Producers 2022

**Jalna 'it's What's Inside That Counts'**  
Spinach / The Producers 2021

**Crown Casino 'Occasions'**  
Cummins & Partners / The Producers  
2021

**Imb Bank 'Community'**  
IPC 2021

**Harris Scarfe**  
The Producers 2021

**Libra 'Live Liberated'**  
Cummins & Partners / The Producers  
2021

**Macallan Whisky**  
Rebel & Soul / Hello Future 2020

**Subaru**  
The Works 2020

**IMB Bank**  
IPC 2020

**Honda CR-V**  
Leo Burnett - 2020

**Mazda 'Generations'**  
Chep / The Producers 2020

**Lexus 'F-Sport'**  
M&C Saatchi / The Producers 2019

**Panadol Rapid**  
Stratosphere / The Producers 2019

**Humira 'Body Of Proof'**  
Publicis New York / IQ 2019

**RAM Trucks**  
Drum Creative 2019

**Hunter Valley / Tourism Australia**  
Jimjam / Clockwork Films - 2018

**Dawin**  
Two Mad Cowboys / Painted Black -  
2018

**Australian Super**  
The Shannon Company The Producers.  
2019

**Best & Less Spring**  
Otto / Gpy&R - 2018

**Humira 'Body Of Proof'**  
Publicis New York / Iq - 2018

**Mitsubishi**  
Richards Rose / Clockwork Films 2018

**Australian Defence Force**  
TBWA / The Producers 2017

## Education

**Masters Narrative Filmmaking**  
Victorian College of the Arts (2007)

**Graduate Diploma in Narrative Filmmaking**  
Victorian College of the Arts (2006)

**Diploma in Drawing and Painting**  
Edinburgh College of Art (1996-1999)

## Memberships

**Directors Guild of America (DGA)**

**Australian Directors Guild (ADG)**

**Writers Guild of Australia (WGA)**

**ScreenWorks**

## Awards

**Best Director**  
Ad Forum Hunter Valley (2019)

**Audience Choice**  
Palm Springs International ShortFest for *The Wake* (2009)

**Best Short Film, SBS Award**  
St Kilda Film Festival for *The Wake* (2009)

**Best Masters Script**  
*Heaven* - VCA Graduate Screenings (2007)

**Madman Entertainment, Best Production**  
*Heaven* - VCA Graduate Screenings (2007)

## Nominations

**Best Direction, Commercial Content**  
Australian Directors Guild Awards (2021)

**Best Filmmaker**  
Women in Music Awards (2018)

**Best Music Video**  
MTV Awards for *The Preatures* (2016)

**Jury Prize**  
Tribeca Film Festival for *The Wake* (2010)

**Best Short Film**  
Inside Film Awards for *The Wake* (2010)

## Representation

**USA Theatrical:** Brillstein Entertainment Partners (Rep. Daniel Cohan)

**USA Commercial:** Honor Society