

# TOBY LUCAS

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D/O/B 26/03/1987

I've worked on high-end TV commercial productions for over 12 years, including with Nike, Samsung, Armani, Coca-Cola, as well as live sport at BT Sport, natural history documentaries, television programmes, music videos and online films. I thrive in being part of a team, have a strong work ethic, and I default to going the extra mile to support colleagues and clients, and ensure productions run at their best.

## **Production Experience:**

### **February - March 2026**

#### **Somesuch LA & UK - Prod. Kwok Yau – Nike (Rip the Script) TV Commercial**

##### **Role – Production Coordinator**

Nike's official football television commercial for the 2026 World Cup in America. This job consisted of filming the world's most elite footballers; Kylian Mbappe, Erling Haaland, Vini Jr, Cristiano Ronaldo, Jamal Musiala, Cole Palmer, Rodri and many others. This job involved filming with 300 crew, 200 cast and supporting artists over six days at Warner Brother's studios. My role was to ensure all agency/client/crew and talent got through security at the studio, as well producing the call sheets, assisting in risk assessments, pencilling crew, catering and arranging private chefs for the VIPs in a fast turnaround production.

### **August - December 2025**

#### **Girl & Bear - Prod. Jimmy Watson – Sage Accountancy TV Commercial**

##### **Role – Production Coordinator**

New television commercial for Sage Accountancy. My role involved booking crew, producing the call sheet, assisting in setting up wardrobe fittings, and booking cast and agency travel. This was a fast turnaround production, shooting with 2 x cameras in various locations around London.

### **May- June 2025**

#### **The Mob – Prod. Mark Collins – Albion TV Commercial**

##### **Role – Production Coordinator**

The latest television commercial for Japan's largest skincare brand, Albion. My role involved assisting the Producer and Production Manager in a hosting a Japanese agency and crew. I was responsible for booking 80 UK crew, organising accommodation and travel for filming on the cliffs in Eastbourne. I produced travel itineraries for the crew, and assisted in producing the call sheets for the 2x day shoot, as well as organising catering.

### **May 2024 – March 2025**

#### **Content Engine Studios – Prod. Nadia Correia – Shell Online Content**

##### **Role – Production Coordinator**

My role involved setting up shoots abroad in countries such as; Norway, Singapore, Tokyo and the US for Shell. I was responsible for booking flights, transport, accommodation, creating call sheets and organising complex travel logistics. I worked with stakeholders through each project, and booked relevant crews. I also booked editors and organised deliverables on frame.io, in a fast-paced working environment on multiple projects.

### **March - April 2024**

#### **Dark Energy Films – Prod. Phil Barnes – Shark Ninja TV Commercial**

##### **Role – Production Assistant**

The latest commercial in collaboration with Shark and Ninja for the upcoming football euros, with footballers Bastian Schweinsteiger, Thierry Henry, Peter Crouch and model Abbey Clancy. I assisted the Producer and Production Manager in creating call sheets, booking travel, hotels, transport and organising logistics in the UK and shooting abroad in Spain.

### **April - July 2023**

#### **Irresistible Studios – Prod. Matt Klemra – Landrover Discovery Online Content**

##### **Role – Production Coordinator**

This contract involved working on a variety of commercials and online content productions, one of which was Producing 13 x online content films for the new Land Rover Discovery Sports car. The Producer and I prepped for a six-day shoot in Somerset and Gloucester at the Land Rover Experience Centre. I was responsible for booking 85 crew, booking hotels, arranging transport for cast and crew, and organising catering.

**July 2021 – February 2023****Dyson Ltd – Prod. Jason Ayers – TV Commercials/Online Content****Role – Production Coordinator**

I have been assisting various Producers on a variety of productions; from large scale television commercials, to online projects. I was responsible for booking travel, casting, organising catering, booking crew and producing the call sheets.

**July 2021****76ltd – Prod. Phil Barnes – Sky Glass Commercial****Role – Production Assistant**

Launch of Sky's latest Sky Glass on demand television service. I assisted the Producer in covid testing all crew and cast, booking transport, crew, as well as producing the call sheet in a fast-turnaround production.

**April - May 2021****Formidable Media – Prod. Joanna Riding – David Beckham Guild Academy, FA Cup online content****Role – Production Assistant**

Assisting the Producer with sourcing crew, booking travel and producing the call sheets for the David Beckham Guild Academy and FA Cup.

**March 2021****Dadbod Films – Prod. Joshua Smith – Mastercard Commercial****Role – Production Assistant**

Assisting the Producer and Production manager in booking crew covid tests, sourcing and confirming crew, producing the call sheet and booking travel. The job was shooting with Jose Mourinho, so I ensured we had a suitable food rider, as well as making sure he was comfortable on set.

**September – October 2020****Bubble Television Group Ltd – Prod. Sagal Aden – Debenhams Xmas Campaign****Role – Production Assistant**

My role involved sourcing crew, studio, equipment, cast travel, accommodation and producing the call sheet. This was a highly ambitious commercial shooting eleven families over five days, promoting Debenhams Christmas products with a variety of set designs and props.

**December 2019 – March 2020****Plimsoil Productions – Line Prod. Richard Walker – Tiny World Natural History Series (Apple TV)****Role – Production Coordinator**

The latest natural history series for Apple TV. My role involved setting up shoots in Australia and the UK. I was responsible for coordinating multiple productions in setting up permits, visas, flights, arranging carnets, booking accommodation, booking crew, sourcing camera and lighting equipment and organising logistics.

**November 2018****Nice Shirt Films – Prod. Luke Goodrum – Glo Commercial****Role – Production Assistant**

This production consisted of a highly ambitious service job for a South African production company shooting with Anthony Joshua. We had five days to prep two television commercials. My role was assisting the Producer and Production manager in organising a chartered helicopter for AJ and his entourage, booking crew, arranging travel packs for the client, as well as booking supporting artists.

**September - October 2018****76ltd – Prod. Phil Barnes – Jaguar 'The Pace' Commercial****Role – Production Assistant**

The latest Jaguar Commercial with music artist Dua Lipa. This was a fast turnaround production with four days prep for Jaguar's latest electric car. My role involved organising catering, producing the call sheet, booking travel and hotels for cast and crew.

**June – August 2018****Saatchi & Saatchi – Prod. Christian Gill – Aston Martin 'The Precision of Beauty'****Role – Production Assistant**

The job involved prepping for the release of the new Aston Martin. I was responsible for booking crew, equipment, hotels and transport. This was a highly ambitious shoot organising stills and a commercial, with American footballer, Tom Brady. We shot at the home of Aston Martin, as well as finding a suitable studio to satisfy the demands of the US client.

**Education:**

2017 - APA Producer Masterclass - Achieved Merit

2006 - 2009 University of the West of England - 1st Class BA (HONS) Media Practice