



## ABOUT ME.

I am a resourceful Producer, and an experienced UGC (User Generated Content), Footage, Stills, and Development Researcher, boasting nearly two decades of industry expertise. Throughout my career, I've had the privilege to work with some of the best agencies and production companies in the world, for exciting clients such as Google, Disney and Nike.

Working in a variety of roles equipped me with a deep understanding of our industry's dynamic nature. This experience has shaped me into a strong team player, dedicated to nurturing enduring relationships with contributors, suppliers, and clients.

I approach each project with a fresh perspective, ensuring that from inception to completion, I offer valuable ideas and deliver efficient solutions that align with both budgetary and creative needs.

In my spare time, I develop short films. [C.T.R.L.](#), which I wrote, directed and edited, was selected for nearly a hundred screenings, including the prestigious BFI London Film Festival, and garnered several awards. My latest project, "Mar Sin Leat," set in rural Scotland, features a trans character and showcases my dedication to diverse storytelling.

I'm a strong advocate for diversity, passionately committed to promoting equality, and inclusion.

## CAREER HIGHLIGHTS.

### Freelance Inclusivity Researcher for Unilever's Inclusive Set Commitment @ Fresh Film Productions - ongoing

Finding and recruiting disability advocacy partners for Unilever to collaborate with in Spain, The Netherlands and France, as part of their Inclusive Set commitment. Check out their [commercially inclusive toolkit](#) to find out more. As their inclusivity researcher I:

- Developed and executed tailored research strategies for each country, adapting to local contexts
- Assembled a team of junior international researchers
- Curated a comprehensive list of disability advocates, including charities, foundations, film schools, production companies and recruiters
- Preselected potential partners
- Personally reached out to and conducted meetings with all prospective partners, effectively communicating the vision and goals of the project
- Successfully established the nature, terms, and workflow of partnerships, ensuring smooth collaboration and alignment with Unilever's inclusivity objectives

### Freelance Content Producer @ RGA - August to October 2022

At RGA I worked closely with the Agency Producer and Account Director to bring YouTube's vision to life: a campaign aiming to put YouTube #Shorts back at the creator's forefront as the go-to platform to [#StartFun #StartShort](#).

- Liaising with a team of creatives and editors
- Establishing and managing UGC/edit-friendly workflows and timelines
- Hiring & overseeing a team of talented researchers, with a strong knowledge of Gen Z trends & gaming
- Briefing and liaising with UGC libraries
- Finding and licensing UGC footage
- Sourcing production partners and creative collaborators, inc influencers and talent agencies
- Giving creative feedback
- Briefing and directing contributors on UGC-style live-action and still-shoots

### Freelance Animation Producer @ Animade - 2021/22

As the go-to freelancer at Animade's, I frequently step in to help cover for their producers during holidays and other leave.

My primary focus at Animade is usually on their [wordmark animations](#), with Facebook being a major client. A notable highlight from 2022, was producing the exceptional [50yrs of Pride stamps animation](#) for Royal Mail, a project that stands out for its creative excellence and significance.



Animade has honed a highly efficient system, especially for remote working, leveraging tools like Trello, Frame.io, and Figma for streamlined production processes. These tools have been integral in enhancing my workflow, allowing for more efficient project management and smoother collaboration across various stages of production.

### **Freelance Senior Producer @ Trizz Studios Barcelona - September to November 2021**

Produced a stills shoot and [sensorial commercial \(click to view\)](#) for Grey Hong Kong/Pantene China, involving a mix of practical and visual effects. Amongst others, the job involved working closely with the director, editor, VFX specialist, composer and grader.

### **Freelance Agency Producer @ Cult Ldn - 2020**

Producing a series of animations, stills and live-action commercial shoots for Sally Hansen, as well as overseeing post-production and delivery of hundreds of assets.

### **Freelance Promo Producer @ STV - August to October 2019**

At STV I came up with creative concepts to promote the channel's content, overseeing its execution and delivery. The job involved:

- concept development
- pitching
- directing talent and small crews
- VO recording
- editing
- briefing and overseeing motion graphic artists

Examples of promos produced: [The Widower](#), [The Voice Kids](#) and [What's on Scotland](#).

### **Freelance Client-Facing Producer @ Axis Animation - June to December 2018**

At AXIS I worked as a client-facing producer on Skydance/Skybound ["Saints & Sinners" Walking Dead game trailer](#), overseeing budget, and schedule, briefing HODs and providing creative feedback, helping new director Cesar Eiji Nunes achieve his vision.

The job involved using Shotgun for both internal project management and client feedback.

### **Freelance Creative Producer @ Ink - October to December 2017**

Oversaw the creation and retouching of 3D photo-realistic animations & CG images, applying both my managerial experience as well as my creative expertise to several high-end projects for BBH, Audi, Stuart Weitzman and photographer Benedict Redgrove.

### **Freelance Senior Production Manager @ Disney - July 2016 to May 2017**

I joined Disney's EMEA Creative Services to manage resources, schedule, budget and creative. I worked closely with the Creative Director, collecting feedback, overseeing its application and making executive decisions.

The job involved putting together creative & technical briefs for both On Air and Off Air assets, including digital and social media, making promos and commercials, attending edits and overseeing all aspects of post-production, as well as directing VO recording sessions and audio mix, as well as liaising with legal and compliance teams.

### **Freelance Branding Producer & Production Manager @ Itv - 2012 to 2014**

I worked for ITV Creative on a variety of projects, from managing promo shoots to overseeing the design studio behind the launch of both ITVBe and ITV Encore. Not only did my team develop the creative look and feel but we also produced most assets for 360° integrated campaigns, including the ITVBe Mydents edits (user-generated idents) and their experiential events.



## Freelance Producer @ Across The Pond - October to December 2013

Producing [Google Zeitgeist 2013, a Year in Review](#), presented an exceptional opportunity to leverage my diverse skill set.

In my role as Post Producer, I led a handpicked, elite team of researchers, editors, animators, and VFX artists. Initially tasked with creating edits for the UK, Italy, France, and Germany, our team's exceptional performance quickly eclipsed that of the US team. Consequently, we took on the US/Global edit as well. Google Zeitgeist was one of the year's most globally celebrated advertisements, distinguished for its widespread viewership and profound impact.

## Freelance Producer @ Vccp Content - July to October 2013

At VCCP I produced five 1min animations and eight 6sec vines for O2, budgeting, scheduling & briefing animators. I simultaneously oversaw the production of a 2min induction video for easyJet, from brief to delivery, creating a fun and engaging video with a premium feel to it.

## Full-Time Client Facing Versioning Producer @ Smoke & Mirrors - 2010 to 2011

While at TAG, I was an integral part of the Reckitt Benckiser team, collaborating closely with Euro RSCG Worldwide and the client directly. My role involved briefing and overseeing numerous fast-paced edits and post-production tasks for major brands like Nurofen, Durex, and Netflix, tailoring these adverts for global markets.

My extensive post-production expertise was crucial in ensuring that all edits were executed to their highest potential, contributing significantly to the successful adaptation and impact of these international advertising campaigns.

## OTHER PRODUCTION WORK.

[ SHORT CREDIT SELECTION - [FOLLOW ME ON LINKEDIN FOR MORE](#) ]

COMPANY	PRODUCT/PROJECT	DIRECTOR	PRODUCER	ROLE
SOUTH SIDE SIS	<a href="#">Street Champion (charity)</a>	MCG (me)	MCG (me)	Producer & Director
SUPERHERO	Instaglam	Tom Williams	MCG	Creative Producer
ITN	Suzuki Saturdays	MCG	MCG	Creative Producer
SUPERHERO	Instaglam	Tom Williams	MCG	Producer
BLACK SHARP MEDIA	CWC Family Club Days	James Kibbey	MCG	Producer
BACK SHEEP / BBH	<a href="#">KFC: Katie Eary's Fashion Challenge</a>	Ben Holman	MCG	Producer
SKY CREATIVE	NATVICE	Dan Morgan	MCG	Producer
TOWN PRODUCTIONS	Birdseye 'Dine with the Captain'	The Creatives & I	MCG	Producer
MY ACCOMPLICE	x16 Triumph Vignettes	Mathy & Fran	MCG	Producer
ITN	Suzuki Saturdays	MCG	MCG	Creative Promo Producer
CASUAL FILMS	Autodesk	Shveta Berry	Tarryn Paul	Service Producer
LS PRODUCTIONS	Urban Outfitter (stills shoot)	James Warner	Christie Phedon	Service Producer
TOWN PRODUCTIONS	<a href="#">Skateistan Cambodia</a>	Coral Amy Brown	MCG	Documentary Prod
MTP	E45 Millions	Camila Zapiola	Brad Logan	Production Manager
OLIVER	We are Northern	Ben Dearlove	Ben Dearlove	Production Manager
MOTHER	We are NotOnTheHighStreet.com	Myles McAuliffe	Holly Harding	Production Manager
DARE	Ryanair Presents Satisfying	Guy Soulsby	Tiernan Hanby	Production Manager

## REAL PEOPLE CASTING | UGC | RESEARCH & DEVELOPMENT | TREATMENT DESIGN.

COMPANY	PRODUCT/PROJECT	DIRECTOR	PRODUCER	ROLE
FUTURIMPOSE	Adidas Forum ( <a href="#">BCN</a> , <a href="#">Milan</a> & <a href="#">Paris</a> )	Several	Roxie Warder	Talent Manager
CONTENTED	Cricket Actually (documentary)	Tegid Cartwright	MCG (me)	Casting & Assistant Prod
HOME TOWN LONDON	XLS-Medical		MCG	Casting Producer



STARK CASTING	Dove Self Esteem	N/A	Anna Stark	Casting Researcher
REAL PEOPLE CASTING	<a href="#">Beyond Xbox, a Player like Me</a>	Alex Gorosh	Lizzie Knowles	Casting Researcher
REAL PEOPLE CASTING	ConvaTec	N/A	Lizzie Knowles	Casting Researcher
STARK CASTING	Dove, Photographer	N/A	Lizzie Knowles	Casting Researcher
HUNGRY MAN	Mini Cooper, Sushi on the go		Esther Rich	Casting Researcher
LA-PLAGE	<a href="#">Deliveroo, how do you football?</a>	N/A	Zara Faye Holder	Casting & UGC Researcher (User Generated Content)
FRESH FILM PROD.	<a href="#">TRESemmé</a>	N/A	Lizzie Knowles	Casting & UGC Researcher
AMPLIFY	<a href="#">Nike 1000 Victories</a>	Jordan Dale	Tara Trangmar	UGC Researcher
BBC	<a href="#">BBC Sounds Festive Promo</a>	Lorraine Nolan	Adele Gonzague	UGC Researcher
FRESH FILM PROD.	<a href="#">Dove, Take control of your tan</a>	N/A	Lizzie Knowles	UGC Researcher
FRESH FILM PROD.	<a href="#">Vaseline, America Reborn</a>	N/A	Lizzie Knowles	UGC Researcher
FRESH FILM PROD.	<a href="#">Dove, All the new Hairstyles!</a>	N/A	Lizzie Knowles	UGC Researcher
REAL PEOPLE CASTING	Milka	N/A	Lizzie Knowles	UGC Researcher
FBC INFERNO	<a href="#">Battersea Dogs &amp; Cats Home</a>	Mike Jenkins	N/A	UGC Researcher
UNTOLD FABLE	Nike Play 7 weeks (internal film)	Craig Ellinor	Zakiya Petty	UGC Researcher
HOUSE 337	E.On Climate Change	Nick Coates	Elena Sanz	Footage Researcher
FBC INFERNO	Nespresso Manifesto Pitch	N/A	Mike Jenkins	Footage Researcher
HOGARTH	Internal video: Inclusivity & Diversity	N/A	Karen Durham	Footage Researcher
OKAY STUDIO	Canesten	Nikolaj Belzer	Sophie Hogg	Footage Researcher
BULLION	Adidas, Messi		Tim Marshal	Footage Researcher
FBC INFERNO	Premier League	N/A	HannaDavis	Footage Researcher
FRESH FILM PROD.	Herecles	N/A	Richard C. H.	Footage Researcher
FRESH FILM PROD.	Degree	N/A	Richard C. H.	Footage Researcher
FRESH FILM PROD.	Dove Delilah	N/A	Richard C. H.	Footage Researcher
FRESH FILM PROD.	Dove Perseus	N/A	Richard C. H.	Footage Researcher
FRESH FILM PROD.	Vaseline, United for America	N/A	Richard C. H.	Footage Researcher
FILM PROD.	Dove UGC Welcome Pack	N/A	Richard C. H.	Image Researcher
BBDO WORLDWIDE	<a href="#">What Moves Stefflon Don</a>	Joe Alexander	Alex Olivares	Researcher
HOGARTH	<a href="#">Martell Home Encounters</a>	N/A	Karen Durham	Concept Researcher
ANDSOME FILMS	<a href="#">Tesco, Changing Places</a>	Sonja Phillips	Sophie Dewey	Visual Research & Treatment Design
FABLE FILMS	Medium	James Morgan	N/A	Visual Research & Treatment Design

## SHORT FILMS.

COMPANY	PRODUCT/PROJECT	DIRECTOR	PRODUCER	ROLE
TOWN PRODUCTIONS	<a href="#">Man Made</a>	Matt Hollyoak	MCG (Me)	Producer
STUGOO LTD	C.T.R.L	MCG	Donna Mabey	Director
SKETCH IN STUDIOS	Saturday	Phill Crosby	Keif Gwin	1st AD
OFF VALLADOLID	Because	Various	Laura G Serrano	Director
D.M. PRODUCTIONS	Daily Grind	Mariana Conde	Donna Mabey	Director
NATIONAL DANCE COMPANY OF WALES	Glance	Mariana Conde	Stuart Bowden	Dir/Cam & Editor



## KEY SKILLS.

PC & Mac user with excellent knowledge of Google Workspace, Dropbox, Word, Excel, Outlook, Trello, Filemaker & Shotgun.

**Excellent Visual Presentation & Graphic Skills:** Google Slides, Keynote, InDesign, PowerPoint, Photoshop & AI-Powered Image Creation Software

**Editing:** Final Cut Pro, Avid & Adobe Premiere editing skills, + basic After Effects.

**Languages:** Fluent in English and Portuguese. Conversational Spanish and a little French.

## QUALIFICATIONS | SHORT COURSES.

2022	Archive in Contemporary Prod.	NFTS		
2021	Intermediate Photoshop	Soho Editors	2020	Covid Management & Supervision APA & First Option
2020	Advanced Adobe Premiere	Soho Editors	2017	Social Media Marketing
2006	Traditional Animation Workshop	Casa da Animação	2006-07	Performing Arts
2002-05	BA (Hons) Film and Video - 1st	University of Wales	1998-01	Image & Communication 1st