



ABOUT ME.

As a resourceful Producer with nineteen years of industry experience, I have had the pleasure of collaborating with leading agencies and production houses worldwide, delivering projects for high-profile clients like Google, Disney, and Nike.

My diverse background in live-action, stills, animation and post production has deepened my industry knowledge and honed my collaborative skills. I excel in working closely with creative teams, managing editors, animators, and designers, and effectively handling client expectations. I am committed to meeting deadlines, staying within budget, and maintaining the highest standards of quality and communication.

As a freelancer, I have adapted to various workflows and managed a wide range of budgets. I approach each project with an open mindset, eager to explore its potential and implement efficient, innovative solutions.

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 BFI London Film Festival, collecting several awards along the way! My current project, [Mar Sin Leat](#) is set in rural Scotland and features a trans character.

CAREER HIGHLIGHTS.

Freelance Creative 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: "Turning logos into surprise bursts of animated loveliness."

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/Post 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 Producer/Post Producer @ Cult Ldn - 2020

Produced a series of animations, stills and commercial shoots for Sally Hansen. Oversaw post-production and the delivery of hundreds of assets.



Freelance Creative Promo Producer @ STV - August to October 2019

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

- concept development
- pitching
- directing talent and small crews
- VO recording, music selection & sound mix
- editing
- briefing and overseeing motion graphic artists, editors and graders

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

Freelance Animation Producer @ Axis Studios - 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 Digital Studio - 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 ITV's refresh, as well as 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 Post 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 & Post 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 @ TAG/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 WORK.

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

COMPANY	PRODUCT/PROJECT	DIRECTOR	PRODUCER	ROLE
IRRESISTIBLE	Various	Various	MCG (me)	Post Producer
SOUTH SIDE SIS	Street Champion (charity)	MCG (me)	MCG (me)	Post Producer & Director
ITN	Suzuki Saturdays	MCG	MCG	Post Producer
SUPERHERO	Instaglam	Tom Williams	MCG	Creative Producer
BLACK SHARP MEDIA	CWC Family Club Days	James Kibbey	MCG	Producer
BLACK SHEEP / BBH	KFC: Katie Eary's Fashion Challenge	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
CASUAL FILMS	Autodesk	Shveta Berry	Tarryn Paul	Service Producer
LS PRODUCTIONS	Urban Outfitter (stills shoot)	James Warner	Christie Phedon	Service Producer
TOWN PRODUCTIONS	Skateistan Cambodia	Coral Amy Brown	MCG	Documentary Prod
CONTENTED	Cricket Actually (documentary)	Tegid Cartwright	MCG (me)	Assistant Prod
LA-PLAGE	Deliveroo, how do you football?	N/A	Zara Faye Holder	Casting & UGC Researcher (User Generated Content)
FRESH FILM PROD.	TRESemmé	N/A	Lizzie Knowles	Casting & UGC Researcher
AMPLIFY	Nike 1000 Victories	Jordan Dale	Tara Trangmar	UGC Researcher
BBC	BBC Sounds Festive Promo	Lorraine Nolan	Adele Gonzague	UGC Researcher
FRESH FILM PROD.	Dove, Take control of your tan	N/A	Lizzie Knowles	UGC Researcher
FRESH FILM PROD.	Vaseline, America Reborn	N/A	Lizzie Knowles	UGC Researcher
FRESH FILM PROD.	Dove, All the new Hairstyles!	N/A	Lizzie Knowles	UGC Researcher
REAL PEOPLE CASTING	Milka	N/A	Lizzie Knowles	UGC Researcher
FCB INFERNO	Battersea Dogs & Cats Home	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
FCB 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
FCB INFERNO	Premier League	N/A	HannaDavis	Footage Researcher
FRESH FILM PROD.	Heracles	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.	Stills Researcher
ANDSOME FILMS	Tesco, Changing Places	Sonja Phillips	Sophie Dewey	Visual Research & Treatment Design
FABLE FILMS	Medium	James Morgan	N/A	Visual Research & Treatment Design



KEY SKILLS.

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

Excellent Visual Presentation & Graphic Skills: Google Slides, Keynote, InDesign, PowerPoint and Photoshop.

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