



ABOUT ME.

I'm a resourceful Producer & PM with two decades of experience in TV and Advertising. I've had the privilege to collaborate with leading global agencies and production companies, including Mother, Grey, and Stink, for clients such as Unilever, Nike & Google.

I can confidently oversee a project from concept development through to final delivery. I pride myself on bringing innovative ideas to every project, strategically balancing creative ambitions with budgetary constraints. I've managed teams of all sizes and overseen budgets ranging from £5K to £1 million across both UK-based and international productions. My communication and language skills are well-suited to international shoots.

Coming into this competitive industry from an immigrant background has given me a deep-rooted commitment to diversity, equality, and inclusion—principles that inform both my professional ethos and creative endeavors.

Outside of commercial projects, I channel my passion for storytelling into short films. [C.T.R.L.](#), which I wrote, directed and edited, was showcased at nearly a hundred screenings, including the BFI London Film Festival, winning multiple awards. [Mar Sin Leat](#), currently in development, features a trans character and reflects my continued commitment to championing diverse narratives.

CORE EXPERTISE.

- Comfortable collaborating closely with clients, directors and creatives.
- Expert in budget management and reconciliation.
- Skilled at assembling and leading specialized teams for diverse projects, overseeing HODs and crew.
- Deep understanding of production needs across all departments.
- Adept at managing casting, storyboarding, and scheduling.
- Demonstrated proficiency in travel coordination and logistics.
- Well versed in crafting presentation decks/treatments and pitching.
- Proficient in preparing PPM documents, call sheets, risk assessments, and managing contracts and insurance.
- Experience working with service companies and as a fixer.
- Experienced in working with animals, children, celebrities, crowd, water, stunt, pyrotechnics, rain/snow machines, cranes/jibs, motion control, and shooting in a virtual studio.
- Experience liaising with real people/non actors and influencers.

CAREER HIGHLIGHTS.

Freelance Creative Producer @ Immersive Me - October to November 2024

Produced a series of 360° immersive animations and spatialized audio for the Outernet, vividly bringing Saudi Arabia's vibrant city of Diriyah to life in the heart of London. [Click to view.](#)



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

Produced a stills shoot and sensorial high end live action [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 agency & client, supporting the director through all stages of production, including casting, art direction and scheduling.



Freelance Creative Content Producer @ RGA - June to July 2022

The [#StartFun #StartShort campaign](#) goal was to position YouTube #Shorts at the heart of the creator community, reaffirming it as the premier platform for initiating fun, engaging content. The role involved:

- Liaising with a team of creatives and editors
- Establishing and managing UGC/edit-friendly workflows and timelines
- Assembling & overseeing a team of talented researchers, with a strong knowledge of Gen Z trends & gaming
- Finding and licensing UGC/social media footage
- Sourcing production partners and creative collaborators, inc influencers and talent agencies
- Overseeing casting for UGC style shoots

Freelance Producer @ Cult Ldn - Nov 2019 to Jan 2020

At Cult Ldn I oversaw the production of an engaging series of animations, stills, and commercial shoots for Sally Hansen, showcasing a diverse range of beauty products. Directed by Elise Dumontet, whose work moves beyond conventional beauty standards—capturing genuine individuality, it championed authentic representation.

Freelance Documentary Producer @ Hogarth - Feb to March 2018

[We are Dreamers](#) is a powerful short documentary about how skateboarding can help heal cultural wounds and empower a generation of young women to believe in themselves. Shot in Cambodia on a shoestring budget, it required tenacity, resourcefulness, and cultural sensitivity.

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 supported 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.

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

COMPANY	PRODUCT/PROJECT	DIRECTOR	PRODUCER	ROLE
SUPERHERO	Instaglam	Tom Williams	MCG	Producer
ITV CREATIVE	ITVBe 'Surprises'	Gavin Leisfield	MCG	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
TOWN PRODUCTIONS	Birdseye 'Dine with the Captain'	The Creatives & I	MCG	Producer
MY ACCOMPLICE	x16 Triumph Vignettes	Mathy & Fran	MCG	Producer
VCCP CONTENT	easyJet Induction Video	Tom Clarkson	MCG	Producer
CASUAL FILMS	Autodesk	Shveta Berry	Tarryn Paul	Service Producer
LS PRODUCTIONS	Urban Outfitter (stills shoot)	James Warner	Christie Phedon	Service Producer
SOMETHING™	Diageo Special Releases Experiential	N/A	Marilyn Napaul	Talent Logistics Manager
OLIVER	We are Northern	Ben Dearlove	Ben Dearlove	Production Manager
BOSH/MOTHER	We are NotOnTheHighStreet.com	Myles McAuliffe	Holly Harding	Production Manager
MONEY TREE FILMS	Feerien with Go Joon Hee	Melissa Matos	Harry Flinder	Production Manager
DARE	Ryanair Presents Satisfying	Guy Soulsby	Tiernan Hanby	Production Manager
STINK STUDIOS	Skoda Idents	Rafael Lopez	Dale Healy	Production Manager
KNUCKLEHEAD	Lenovo 'Goodweird'	Markus Lundqvist	Tiernan Hanby	Production Manager
MTP	E45 Millions	Camila Zapiola	Brad Logan	Production Manager
OLIVER	Futuro	Paul Turner	Tiernan Hanby	Production Manager



DARE	Barclaycard 'People Included'	Barry Kimber	Tiernan Hanby	Production Manager
DARE	Enterprise Rent A Car Stills	Alistair Welsh	Tiernan Hanby	Production Manager
FRESH FILM PROD.	Oral B 'Amplification' with Emma Willis	Mick Arnold	Richard C. H.	Production Manager
ALEXANDRIANE	Will.i.am	AlexandLiane	Jon Adams	Production Manager
ACREW4U	MBC TV Promo	Ammar Salman	Bill Mountain	Production Manager
BOSH / MOTHER	Halfords 'Trade'	Luke Carlisle	James Turnham	Production Manager
PRESCRIPTION	Post Office 'Call to Action'	John Pereira	Rhun Francis	Production Manager
ITV CREATIVE	TOWIE Promo	Phil Bolger	Katie Carew	Production Manager
MYACCOMPLICE	Empty House	Baud Postma	Jamie Clark	Production Manager
for VOGUE ITALY				
BLINK	St Johns Ambulance	Dougal Wilson	Ewen Brown	Production Coordinator
ITV CREATIVE	Spring Idents	Ray Dunlop & Sonja Phillips	Kirsty Beale	Production Coordinator
		Alejandro G. Inarritu	Greg Cundiff	Prod. Coordinator (Turin)
INDEPENDENT FILMS	NIKE 'Write the Future'			Prod. Assist (Madrid)
				Production Manager
LITTLE ROCK PICTURES	Road Trip (Playhouse Single Comedy)	Ben Palmer	Mike Elliot &	
for SKY ARTS	with Joseph Fiennes, Marlon Brando, Stockard Channing and Carrie Fisher	Hugo Blick	Zoe Rocha	
BBC/DRAMA REPUBLIC &	THE HONOURABLE WOMAN		Abi Bach	Production Secretary
SUNDANCE CHANNEL				
OBJECTIVE PROD./CHANNEL 4	Pete Vs Life II	Becky Martin	Phil Clarke	Production Secretary
BLACK JACK FILMS	Old Dog	Julian Pugsley	Tessa Mitchell	Production Assistant
STINK	Novartis	Pleix	Bobby Bray	Production Assistant
STINK	Toyota GT86	Adam Berg	Ben Croker	Production Assistant
STINK	Chedds	Paul King	Andrew Levene	Production Assistant

SHORT FILMS.

COMPANY	TITLE	DIRECTOR	PRODUCER	ROLE
TOWN PRODUCTIONS	Man Made	Matt Hollyoak	MCG (Me)	Producer
SOUTH SIDE SIS	Street Champion (charity)	MCG (me)	MCG (me)	Producer & Director
STUGOO LTD	C.T.R.L	MCG	Donna Mabey	Director
OFF VALLADOLID	Because	Various	Laura G Serrano	Director
D.M. PRODUCTIONS	Daily Grind	Mariana Conde	Donna Mabey	Director
PARK PICTURES	Lucozade	Nathan Price	Ben Croker	PA
BLUR PRODUCCIONES	Think Money	Nico Kasakoff	Mario Forniés	PA
FRESH FILM PROD.	Dove 'Phantom' & 'Peaches'	Liz Hinley	Richard C. H.	PA
STINK DIGITAL	Geox 'Amphibiox'	Rohan Blair-Mangat	James Waters	PA
RADICAL MEDIA	ESPN	Rosey	Seth Wilson	PA
HSI	Cherry Ghost 'Kissing Strangers'	Douglas Hart	Jacob Swan Hyam	PA
FLYNN	'I Like to move it'	Bouha Kazmi	Sarah Tognazzi	PA

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

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

QUALIFICATIONS | SHORT COURSES.

2022	Archive in Contemporary Prod.	NFTS	2020	Covid Management & Supervision	APA & First Option
2006-07	Performing Arts		2002-05	BA (Hons) Film and Video - 1st	University of Wales
1998-01	Image & Communication - 1st	ESSR Porto			