



Assistant  
Directors  
Guild UK



**OLIVER WATERS      SECOND ASSISTANT DIRECTOR**

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**TVC/ONLINE CONTENT**

**A selection of work**

PRODUCTION	PRODUCT	PRODUCER	DIRECTOR	1st AD
Omni Productions	Auto Trader 'The Date'	Emma Moxhay	Dominic O'Riordan	Jonathan Sidwell
Bellhouse Marques	H&M x Dazed	Ella Giradot	Reto Schmid	Carla Kaempfer
Academy Films <i>Credit: 3rd AD 2nd unit</i>	Vodafone: 'Santa's Everywhere'	Dulcie Kellet	Jack Driscoll	Ben Gill
Haus Pictures	Timberland x Joy Crookes	Ben Pengilly	Iain Simpson	Sam Barnham
Curate Films	Buzz Bingo	Joseph J. Goldman	Dax Martinez-Vargas	Luke Goodrich
Somesuch <i>Credit: 3rd AD</i>	TK MAXX 'Christmas to the Maxx'	James Waters	Raine Allen Miller	Tony Fernandes
Progress Films	Kiera Knightley 'Black Dog Whisky'	Ella Toal-Gangar	Paul Barulis	Janine Frank
OB Management	Tesco F&F AW21	Daniel Wheldon	Jones	Louis Barron
Odelay	Whitley Neill Gin	Vanessa Hetherington	Peter Lee Scott	Luke Goodrich
QPUK	Doctor Who 'Time Fracture' Trailer	Dan Bidmead	Alex Dawe	Dan Bidmead
Shoot The Company	UEFA 'Football Back Together'	Fred Tiffin	Simon Bisset	Louis Barron
MindsEye	Visa 'Open for Business'	Max Yeoman	Robert Butcher	Janine Frank
Brave Spark	ETS TOEIC 'Say it With Confidence'	Annalise Valentino	Patrick Killingbeck	Luke Goodrich
Sasha Rickerd Prod.	Entertainment Weekly x Tom Hiddleston (Loki)	Sasha Rickerd	Charlie Gray	-

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Nexus Studios	BBC Tokyo Olympics 2020	Alan Traquair	Factory Fifteen	Elaine Mackenzie
Compulsory	Gucci 'Off the Grid'	Natalie Steiner	Fiona J Burgess	Luke Goodrich
Bullion	Bulldog Skincare	Joel Spencer	Ben Murray	Luke Goodrich
Darling Films	John Frieda 'Global 2021'	Kelly Doyle	Meji Alabi	Luke Goodrich
Sasha Rickerd Prod.	The Nevers HBO Publicity Shoot	Sasha Rickerd	Joss Whedon	-
Sasha Rickerd Prod.	Omega x Eddie Redmayne	Sasha Rickerd	Jason Bell	-
Academy Films	Bloom & Wild 'Big Sis'	Steve Overs	Jack Driscoll	Janine Frank
Sasha Rickerd Prod.	Entertainment Weekly x The umbrella Academy	Sasha Rickerd	Evangelos Polychronopoulos	-
Acne	Qweens Speech x Sam Smith	Callum Harrison	Zhang & Knight	Tom Wynborne
Dark Energy	WWE x BT Sport 'The Arrival'	Dom Wilcox	Rob Rafalat	Luke Goodrich
Bullion	Hypebeast x Diesel	Jon Mealing	Joao Retorta	Luke Goodrich
Dark Energy	WWE x BT Sport 'Bend E bike' x 'Big Men, Small Car'	Dom Wilcox	Rob Rafalat	Luke Goodrich
Third Channel	Mulberry Festive Film	Dorothea Gibbs	Caleb Femi	Janine Frank
VCCP KIN	Canon 'Follow Me'	Maxine Denton	Jeremy Haccoun	Janine Frank
RSA Films	Sainsbury's 'Work it Girl'	Nick Ferguson	Leon Ward	Bryony James
Mill+	Nike x Zalando	Adam Farley	Melody Maker	Bryony James
HNB	Birkenstock x Universal Works	Henry Napier-Brown	Samuel Taylor	Bryony James
Friend	Nescafe Azera 'Stay Curious'	Nicole Powell	Focus Creeps	Bryony James
Academy Films	Nootropics 'A Crowded Mind'	Georgina Smith	Luke Davies	Jack Meredith
Cain & Abel	John Lewis x Apple 'Apple Wellness'	Stuart Henderson	Alex Simpson	Luke Goodrich
Bullion	Be Clear on Cancer	Nailah Blissett	Joao Retorta	Bryony James
The Rig Out	Adidas x End 'Micropacer'	Harriet Towler	Glen Kitson	Luke Goodrich
We Are Social	Nike FC x EPL	Sophie Fitzgerald	Rob Rafalat	Luke Goodrich
Villager Films	RANA	Jade Alexander	Matt Cooper	Chris Riley

PRODUCTION	PRODUCT	PRODUCER	DIRECTOR	1st AD
Rumble	Doritos 'Collisions'	Franzi Nicolaus	Max Taylor & Tim McCourt	Luke Goodrich

## MUSIC PROMOS

### A selection of work

PRODUCTION	PRODUCT	PRODUCER	DIRECTOR	1st AD
Swords & Eagles	Da Beatfreakz 'Money Calling'	Lewis Nicholson	KC Locke	Luke Goodrich
Swords & Eagles	Meekz 'More Money'	Lewis Nicholson	KC Locke	Luke Goodrich
Iconoclast	Dermot Kennedy 'Better Days'	Alasdair Mitchell	Paul Gore	Luke Goodrich
Bullion	KURUPT FM ft. Craig David	Oli Falcon	Ollie Wolf	Luke Goodrich
Film Co	London Grammar 'America'	Joseph J. Goldman	Dave Bullivant	Louis Barron
Radical Media	Natalie Imbruglia 'Build it Better'	India Bradshaw	Amy Becker-Burnett	Luke Goodrich
Iconoclast	Griff 'Black Hole' Live	Alasdair Mitchell	Iggy London	Luke Goodrich
Yellow Fish Group	Tinie Tempah, Ivorian Doll, Yxng Bane & Poundz 'Drip'	Melissa Massey	Kevin Hudson	Luke Goodrich
Agile	Maisie Peters 'John Hughes'	Amara Rossell	Louis Bhoose	Clara Paris
Ninaa	2Pillz 'COCO'	Alasdair Mitchell	David Tomaszewski	Luke Goodrich
Hound LLC	Reiley 'Let it Ring'	Mike Heath	Nicholas Lam	Janine Frank
Object & Animal	Claudia Valentina 'Obsessed'	Natalie Steiner	Stella Asia Consonni	Luke Goodrich
Untold Studios	Blase & Luxo 'Topstriker'	Nkem Egbuchiri	Nathan James-Tetty	Luke Goodrich
Pretty Bird	Nothing But Thieves 'Is Everything Going Crazy'	Chris Murdoch	Remi Laudat	Bryony James
Great Coat	Rika 'Hold on to Me'	Sandra Spethmann	Gemma Yin	Janine Frank
Creativs Label x Purple Squirrel	Westlife 'Dynamite'	Tony Longe	Paul Allen	Chris Malin
HNB	Bastille 'Those Nights'	Henry Napier Brown	Tom Middleton	Bryony James
Friend	Robyn 'Ever Again'	Sonya Sier	Colin Solal Cardo	Louis Barron

PRODUCTION	PRODUCT	PRODUCER	DIRECTOR	1st AD
Pretty Bird	Diplo ft. Octavian 'New Shapes'	Hannah Bellil	Dominic Sesto	Clara Paris
Forever Pictures	Sigrid 'Suckerpunch'	Ailsa Vanessa Tapping	AB	Chris Malin

**EXPERIENCE WORKING WITH:**

Understanding of fittings, styling & hmu process on TVC, online content and fashion shoots  
 Experience working on editorials and stills, high profile talent, children & animals & live events

**TECHNICAL EXPERIENCE:**

Motion Control, Low loaders, large crowds, drones, pyrotechnics, underwater studios, AD reports & guidelines

**COVID-19**

Courses passed: APA & First Option