

LUKE GOODRICH

1st Assistant Director

Hackney, London

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Emergency First Aid at Work certified

Movie Magic Scheduling

LANGUAGES: French (Fluent)

EXPERIENCE WITH: SFX / VFX/ Tracking Vehicles / Cranes / Low Loaders / Motion Control / Stop Frame / Puppets / Animation / High Speed Cameras / Stunts / Wire / Fire / Water / Green Screen / Crowds / Children / Animals

PROFILE:

Luke has worked as a 1st AD for 8 years having first worked as a runner in 1999. Luke has the experience to plan a smooth shoot and is an effective problem solver. These skills have ensured that both Directors and Producers have developed long term working relationships with Luke, working across formats from Promos, TVC's to TV and Features. Committed, energetic and a people person, Luke has proved himself able to get the job done whilst keeping a good vibe on set!

Selection of TVC, Online and Music Promos: Over 500 credits

PROJECT	FORMAT	DIRECTOR	PROD. CO.	ROLE
John Freida - GLOBAL 2021	TVC	Meji Alabi	Darling RSA	1st AD
Loski Ft. Stormy - 'Flavour'	Promo	Joa Retorta	Bullion	1st AD
Pa Salieuh Ft.Mahalia - 'Energy'	Promo	Femi Lady	Untold Studios	1st AD
Gorillaz Ft L. D - The Lost Chord	Promo	Max & Tim	The Line	1st AD
Burna boy Ft. Stormy	Promo	Meji Alabi	JM Films	1st AD
Royal Blood - 'Trouble's Coming'	Promo	Lx	Greatcoat	1st AD
AJ Tracey - 'Anxious'	Promo	K.C. Locke	Swords & Eagles	1st AD
Nike - Harry Kane 'Believe'	Online	Glenn Kitson	The Rig Out	1st AD
Adidas - Tango Squad - 'Finale'	Online	Matthew Walker	We Are Social	1st AD
Calor Gas - 'Igniting Your Day'	TVC	Liam Saint-Pierre	My Accomplice	1st AD
Greenpeace - 'Team Plant'	Online	Andrew & Ben	Raindown	1st AD
Penny Appeal	TVC	Tudor Payne	Great Coat	1st AD
Sky Darts	Promo	Simon Cole	Sky Creative	1st AD
Doritos	TVC	Tim & Max @ The Line	Rumble	1st AD
Bloomberg	Corp	Dominic Sutherland	Next Shoot	1st AD
Barbie DreamHorse	TVC	Nick Bye	Brave Spark	1st AD
John Lewis - House	Online	R. Spray-Smith	Adam&Eve DDB	1st AD
Little Mix - 'F.U.'	Promo	Marc Klasfeld	Greatcoat	1st AD
Waitrose - Recipe Collection	Online	Katie Swain	Adam&Eve DDB	1st AD
Little Mix & CNCO - 'Reggaeton..'	Promo	Marc Klasfeld	Greatcoat	1st AD
Thomas the Tank Engine - 'Super...'	TVC	Stefan Georgiou	Brave Spark	1st AD
John Newman - 'Fire in Me'	Promo	Ozzy Pullin	Partizan	1st AD
MC Solaar - 'Eksassaute'	Promo	Benoit & Seb	Ipanema	1st AD
Suspect feat Skepta - 'One Way'	Promo	Oliver Jennings	Partizan	1st AD
Jackpot Joy	Online	Tom King	Gas & Electric	1st AD
Mytheresa - 'In My Head'	Online	Mike Skinner	Greatcoat	1st AD
Monarch - 'Find the Feeling'	TVC	Patrick Killingbeck	Brave Spark	1st AD
FBU - 'Fire fighters Dilemma'	Online	Tommaso Pitta	Greatcoat	1st AD
AA - 'Car Genie'	Online	Arthur De Fol	Greatcoat	1st AD
Royal London - 'Training...'	Online	Freddie Waters	VCCP KIN	1st AD
Puma - 'Camouflage'	Online	Pete Lee Scott	Odelay	1st AD
House Festival - 2017	Online	Liam Saint-Pierre	Foolish Monk	1st AD
Land Rover Defender - 'Freida'	Online	Jack Laurance	Armoury	1st AD
Tesco - 'Pancakes'	Online	Richard hunter	Asylum	1st AD
BBC - 'What is GEL?'	Online	Tim Bunn & Joe Patrick	Belafonte	1st AD
Casio - 'No Comply'	Online	Max Luz	Vice Berlin	1st AD
Hellman's - Mayo XMAS	TVC	Matthias Lebeer	Irresistible Films	1st AD
Samsung - 'Instinct'	Online	Ian Roderick Grey	Greyscale	1st AD

Mosimann - 'never Let you Go'	Promo	David Tomaszewski	HVH Films (France)	1st AD
MNEK - 'At Night'	Promo	Patrick Killingbeck	Greatcoat Films	1st AD
Karen Millan - Collection Film	Online	Yelena Yemchuk	Sylvia Farago	1st AD
Fitbit - 'Don't Let Paul Do It All'	Online	Liam Saint-Pierre	The Wagon	1st AD
Kent & Curwen - Collection Film	Online	Willie Vanderperre	Sylvia Farago	1st AD
Artificial Pleasure - 'All I Got'	Promo	Dylan Holmes Williams	Stories	1st AD
Public Health Eng - 'Antibiotics'	Online	David & Keith Lynch	Irresistible Film	1st AD
Jolan - 'Hold me like...'	Promo	Patrick Killingbeck	Brave Spark	1st AD
Burton - 'Question Time...'	Online	Libby Burke Wilde	Greatcoat	1st AD
Organic Unboxed - 'Naturally..'	Online	Patrick Killingbeck	Brave Spark	1st AD
Amnesty Int. - 'I Welcome'	Online/Live	Bartosz Dombrowski	Papaya Films	1st AD
King Hun - 'Hung Around'	Promo	Youth Hymns	Partizan	1st AD
Black Cow 'Accrington Stanley'	Online	David Higgs	Rumble	1st AD
Barbour Int - A Letter to Myself'	Online	Ryan Dean	RD Content	1st AD
Baxters - 'Deli Toppers'	Online	Peter Lee Scott	Odelay	1st AD
HM Gov. - 'Open your Eyes'	Online	Rob Gould	Breakthrough Media	1st AD
Upbeat - 'Muscle Matters'	Online	Tim Bunn & Joe Patrick	Belafonte	1st AD
Synergy - 'Legends Lair'	Online	Blake Hart-Wilson	Blonde	1st AD
Selfridges - 'Sea of Change'	Online	Liam Saint-Pierre	My Accomplice	1st AD
Corinne Bailey Rae - 'Green...'	Promo	Eva Vazquez	Rumble	1st AD
Eliza & the Bear - 'it Could...'	Promo	Markus Schroder	Rumble	1st AD
Nina Nesbit - 'Chewing Gum'	Promo	David Higgs	Rumble	1st AD
Hind Quarters	Online	Tom Beard	Partizan	1st AD
O2 - 'Touch'	Online	Josh Cohen	Jokoh Visual	1st AD
NHS - 'Section 12'	Online	David Higgs	Rumble	1st AD
Kinfolk	Online	Tell No One	Good Egg	1st AD
Suzuki - 'Service Promise'	Online	Tom King	Gas & Electric	1st AD
Django Django - 'Live Session'	Online/Live	James Willis	Bullion	1st AD
Football League - xmas	TVC	Vittorio Guidoti	Bravespark	1st AD
Football League - 'You Don't...'	TVC	Patrick Killingbeck	Bravespark	1st AD
Heineken - 'Benefits'	Online	Patrick killingbeck	Bravespark	1st AD

Selection of Features, Shorts, TV:

PROJECT	FORMAT	DIRECTOR	PROD. CO.	ROLE
OBEY	Feature Film	Jamie Jones	Beyond Fiction	1st AD
The Owners	Feature Film	Julius Berg	Blue Light/ Wild bunch	1st AD
The Power	Feature Film	Corinna Faith	Afraid of the Dark/ BFI	1st AD
Hurt by Paradise	Feature Film	Greta Bellamacina	Hurt by Paradise Pics	1st AD
Scarborough	Feature Film	Barnaby Southcombe	Embargo Films	1st AD
Cry Me a River	Feature Film	Richard Parry	Script Channel Films	1st AD
The Bitter Tears of...	Feature Film	Vahid Hakimzadeh	New Orient Films	1st AD
The Statistical Proba....	Feature Film	Vanessa Caswill	Lions Gate	Daily 1st AD
iBoy	Feature Film	Adam Randall	Crow Ventures	Daily 1st AD
Murder Maps S04	TV Docu Drama	Daniel Kontur	Netflix / 3DD	1st AD
Murder Maps S03	TV Docu Drama	Daniel Kontur	Netflix / 3DD	1st AD
Murder Maps S02	TV Docu Drama	Daniel Kontur	Netflix / 3DD	1st AD
Myths & Monsters S01	TV Docu Drama	Daniel Kontur	Netflix / 3DD	1st AD
Murder Maps S01	TV Docu Drama	Daniel Kontur	Netflix / 3DD	1st AD
Spoon Fed	Short Film	Nick Jones	Grass Roots	1st AD
Colours	Short Film	Peter Lee Scott	Odelay Films	1st AD
Alan	Short Film	Mathias Lebeer	Grass Roots	1st AD
The Nest	Short Film	Jamie Jones	Beyond Fiction	1st AD
Sketch	Short Film	Peter Lee Scott	Odelay Films	1st AD
A Quiet Migration	Short Film	Liam Saint-Pierre	My Accomplice	1st AD
Tainted Love	Short Film	Harry Cauty	Strait & Narra	1st AD

REFERENCES:

Pete Lee Scott - Production - Odelay Films

Edward Cotterill - Producer - 3DD Films

Ross Williams - Freelance Producer - Harvest Pictures