

# Jake Cullen

## Producer

Enthusiastic Award Winning Producer with 8+ years experience in Film / TV and Commercial Media production. Passionate and engaging communicator with a love for making films that resonate with audiences.

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## SKILLS

Digital Media

Commercials

Broadcast Media

Branded Content

Digital Marketing

Documentary

Covid Supervisor

Budget Management

Concept Development

Post Production Workflow

Scheduling

Script Editing

Script Writing

Client Facing

Interpersonal Skills

Time Management

Communication

Resource management

## AWARDS

**\*Winner\*** - Best UK Short - The Attendant (2017)

*Oxford International Film Festival*

**\*Winner\*** - Best Actress (Isy Suttie) - The Attendant (2017)

*Oxford International Film Festival*

**\*Winner\*** - Best Comedy Short - The Attendant (2017)

*European Short Film Festival*

**\*Winner\*** - Best Foreign Short - The Attendant (2016)

*LA Comedy Festival*

**\*First Prize\*** - Directorial Discovery - The Attendant (2016)

*Rhode Island International Film Festival*

## WORK HISTORY

### Producer - Fisher Price 'Laugh & Learn'

Feed Films Ltd - Branded Content

*04/2021 - 04/2021*

### Producer - Smart Energy UK

Feed Films Ltd - Branded Content

*03/2021 - 04/2021*

### Producer - The Royal Navy

Great State - Documentary

*09/2020 - Present*

*Achievements/Tasks*

- 10min documentary looking interview the process and training that recruits undertake in becoming an officer in The Royal Navy.

### Producer - 'Harold and Mary'

Trespasser Films Ltd - Short Film

*Achievements/Tasks*

- Short film starring Dermot Crowley (Luther) and Phyllis Logan (Downton Abbey).
- Sourced finance, talent, crew and adhered to all Covid-19 guidelines
- Made with the backing of Dementia UK

### Production Manager - 'Versus Arthritis'

M&C Saatchi - Online Commercial

*09/2020 - 09/2020*

*Achievements/Tasks*

- Made sure the project adhered to all covid-19 filming guidelines.
- Organised logistical and operational aspects of the production.
- Sourced and managed freelance resource.

## **WORK HISTORY**

### **Producer - DoubleTree by Hilton**

Slider Creative Ltd - TVC / Commercial

09/2019 - 10/2019

*Achievements/Tasks*

- Solely responsible for the production budget of £220,000 and the delivery of 1x 30'sec TVC for ITV, 2x cut-downs and 3x sponsored idents for on-demand channels. This was for DoubleTrees yearly advertorial campaign to be aired in the UK along with other European markets.
- Responsible for the creative resourcing of the project, hiring the director along with other key crew and talent.
- Organised the 3 day shoot, making sure all crew, locations, logistics and planning were in place and that all working regulations and health safety measures were adhered to.
- Accountable for the managing of the clients requirements when brought into alignment with the broadcasters regulations and the broadcast sponsorship guidelines.

### **Production Coordinator - Dailies**

BBC 'The Split' Series 2

09/2019 - 09/2019

*Achievements/Tasks*

- Assisted in the successful managing and running of the production office.
- Facilitated the rental equipment, issuing of call sheets, issuing of scripts, issuing of progress reports and hiring of additional crew.

### **Producer - 'Out The Mud' - K-TRAP**

Sony Music Entertainment Ltd - Black Butter Records Ltd - Music Video

08/2019 - 09/2019

*Achievements/Tasks*

- I solely Produced a music video for Sony Music Entertainment for the upcoming UK Rap Artist K-Trap for the budget of £25,000.
- Assembled a professional crew and organised a 1 day shoot, scheduling the post and delivery schedule to meet the tracks release date.
- The video now has over 1.2m views and involves luxury performance vehicles being filmed at the previous Top-Gear race track.

### **Senior Producer - VISA Women's World Cup Campaign**

COPA90 Ltd - Branded Content

02/2019 - 06/2019

*Achievements/Tasks*

- I lead VISA's online Women's World Cup Campaign to support the tournament and the release of their chief advertorial campaign.
- Accountable for the production budget of \$700,000 and the successful delivery of the project.
- The campaign was for VISA's global online presence to support their sponsorship and of the tournament. Deliverables included: 16x 2' Player Documentaries, 16x 15" 'Visa Payment' adverts, DOOH print, sponsored online content, insta-stories, boomerangs and other reactive social engagement posts to be released during the tournament.
- Directly responsible for the managing, organising and resourcing of freelance workflow for all 16 domestic and international shoots. This included all post production workflow and resource, making sure each markets requirements were delivered to go live prior to the world cups start.
- I was the lead point of contact for all communication from client to the agency, shoot teams and talent. Making sure all the markets specific requirements and deliverables were detailed and realised. Using my adept production knowledge I made sure their requests were achievable and within the scope of work.

### **Producer - Carphone Warehouse / Google Pixel 3**

1000 Heads Ltd - Branded Content

10/2018 - 10/2018

*Achievements/Tasks*

- Created 3 online branded content videos for Carphone Warehouse advertising the release of the new Google Pixel 3 camera.
- Sourced the influencer Francis Boule (Made In Chelsea) to highlight the phones functionality in a scripted comedy piece.
- I had sole accountability for organising the shoot, including resourcing and briefing freelancers as well as the logistical planning and preparation.
- Deliverables Included: 3x 15"sec sponsored Instagram story videos, 3x 15"sec videos for other digital and social platforms including Youtube and Facebook.

### **Producer - Carphone Warehouse 'Trade-In'**

1000 Heads Ltd - Branded Content

09/2018

*Achievements/Tasks*

- Online sponsored branded content video, marketing the new phone trade-in scheme at Carphone Warehouse.
- Was solely responsible for assembling the shoot and capturing 3x 15"sec videos for Instagram Stories, 3x 15"sec Videos for digital and social platforms including Youtube and Facebook.
- Organised the shoot, including the resourcing of freelancers, logistics and the securing of talent which was the award winning comedian and influencer London Hughes.

## **WORK HISTORY**

### **Producer - Rubicon Drinks**

CYLNR - Branded Content

08/2018 - 09/2018

*Achievements/Tasks*

- Online branded content video marketing a new range of Rubicon 'Street Drinks' inspired by street food markets from around the world.
- Worked with travel influencing pair; Yaya and Lloyd collectively known as 'Hand Luggage Only' to bring to life each flavour variant making sure each video narrative and filming location represented each flavour and the marketing effectively.
- I lead the organisation of crew, the logistics and the planning of the shoot to capture 4x Videos for sponsored social media and digital platforms, 4x 15"sec videos were cut-down for Instagram stories in addition to behind the scenes footage for insta-stories to be posted by the influencers.

### **Producer - Curry's/PC World Samsung Tablet**

1000 Heads Ltd - Branded Content

08/2018

*Achievements/Tasks*

- Lead the successful organisation of an online branded content video promoting Curry's / PC World's trade-in scheme.
- Working with the account manager I successfully cross-marketed the campaign to include the advertising of Samsung's latest tablet.
- 1x 30"sec Video for sponsored digital and social platforms for which I was the project lead and organiser.

### **Producer - Gumtree Jobs**

1000 Heads Ltd - Branded Content

08/2018

*Achievements/Tasks*

- Online branded content video marketing the latest service they provide.
- Worked with TV personalities Lucy Watson (Made In Chelsea) & Marcel Somerville (Love Island) to demo new service and highlight benefits.
- 1x 2'min Video for sponsored digital and social platforms plus behind the scenes footage for Insta-stories. All of which I was the key team member in the coordination and organisation.

### **Directors Assistant - 'The Hustle'**

Metro Goldwyn-Mayer - Feature Film

05/2017 - 08/2018

### **Production Manager - 'Breathe'**

Freya Films - Short Film (London Calling / Film London and Eastern Edge Film Funds)

04/2017

### **Production Coordinator - 'Why Hide?'**

Plentitude Productions - Feature Film

03/2017 - 04/2017

### **Producer - 'Microsoft Cloud Challenge'**

CNBC International - Documentary Series

11/2016 - 03/2017

*Achievements/Tasks*

- Was the lead organiser of an 8x 30min Documentary Series for CNBC, broadcasting on their channel.
- Organised 24 shoots both domestically and internationally.
- Was responsible for the budget of £750,000, the management of the workflow, scheduling and freelance resourcing.

### **Producer / Writer / Director - 'The Attendant'**

Bay12 Films - Short Film

2016

*Achievements/Tasks*

- Sourced private finance to fund a short film production that stars Robert James-Collier (Downton Abbey) and Isy Suttie (Peep Show).
- Solely organised a 2 day night shoot to film.
- Recruited and managed a highly skilled team of 30 Film & Television professionals.
- Negotiated distribution of the short film with the organisation 'Shorts International'.

### **Producer - Curry's / PC World '2-in-1 Tablet'**

1000 Heads Ltd - Branded Content

04/2016

*Achievements/Tasks*

- Produced, organised and managed a scripted branded content video advertising Microsoft tablets with 2-in-1 technology for Curry's / PC World.
- Sourced a studio location, resourced all freelance crew and hired on-screen talent to replicate the style of an 80's infomercial.