

HUGO FOLEY

ASSISTANT DIRECTOR | COMMERCIALS • FASHION • BRANDED CONTENT

+44 (0)7984 367257 | Hugofoley@gmail.com

Callbox: 01932 502050 | www.callboxdiary.com

Assistant Director with five years' experience in commercials, fashion and branded content for major UK and international brands. Experienced as 1st, 2nd and 3rd AD, with a focus on progressing into 2nd AD and AD roles. Regularly re-booked by established 1st ADs, with credits for leading UK and international production companies including Smuggler, Stink, Somesuch, Prettybird and Biscuit. Highly organised and calm under pressure, with experience managing talent, crews and on-set logistics.

Credits

PRODUCTION	PROJECT / BRAND	DIRECTOR	1ST AD	ROLE
Shoot Europe	Marriott Westin	Inge Prins	Hugo Foley	1st AD
Thursdays Child	Airbnb	Wendy Huynh	Hugo Foley	1st AD
Smuggler	M&S Christmas Socials	Shannon Murphy	Hugo Foley	1st AD
Somesuch	BBC	Dan Emmerson	Clara Paris	2nd AD
Charlotte Tilbury	Charlotte Tilbury	Joseph Salah	Clara Paris	2nd AD
Hungryman	Vue	Taika Waititi	Ben Glickman	3rd AD
Rogue	Sainsbury's Christmas	Sam Brown	Joe Carter	2nd AD 2nd Unit
Charlotte Tilbury	Charlotte Tilbury	Katya Ganfield	Clara Paris	2nd AD
Lucky Strike	Lancôme	Carla Guler	Clara Paris	2nd AD
Blackcap	Arsenal Airwallex	Spike Lee	Ben Glickman	3rd AD
Charlotte Tilbury	Charlotte Tilbury	Matt Easton	Clara Paris	2nd AD Stills
Prettybird	McCafé	Joy Kilpatrick	Joe Carter	2nd AD
Art Practice	Samsung	Mike & Jim	Joe Carter	2nd AD
Smuggler	Center Parcs	Tom Speers	Clara Paris	2nd AD Stills
Smuggler	Apple	Ivan Zachariáš	Ben Glickman	3rd AD
Cosmo Division	Nike – England	Gabriel Moses	Spencer Wilson	2nd AD
Prettybird	McCafé	Joy Kilpatrick	Joe Carter	2nd AD
Shoot Europe	Nike – France Men's Team	Alexis Belhumeur	Ben Glickman	3rd AD
Sliced	Beavertown	We Are Tobin	Spencer Wilson	2nd AD
Shoot Europe	Nike	Lucien Parsons	Spencer Wilson	2nd AD
Smuggler	Shelter	Max Weiland	Clara Paris	2nd AD
Voodoo Pictures	Jaeger-LeCoultre	Adrien Wagner	Tom Kelly	2nd AD

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Falca	Puma	Rachel Lloyd	Spencer Wilson	2nd AD
Stink	Marks & Spencer	Colin Solal Cardo	Danny Rumberlow	2nd AD
Tantrum	Go Compare ITV	Stephen Pipe	Holly Burton	2nd AD
Mayor	Penhaligon's	Tarek Mawad	Spencer Wilson	2nd AD
Supernormal Pictures	Family Time (Short film)	Billy Boyd Cape	Clara Paris	2nd AD
Biscuit	Santander	Aaron Stoller	Sam Dawking	3rd AD
Biscuit	Boots	Phoebe Arnstein	Sam Dawking	3rd AD
Publicis	Haleon	Keith McCarthy	James Sharpe	3rd AD
Eyeline	Voyager	Marcus Tortorici	James Sharpe	3rd AD
Smith & Jones	Canva	Ulf Johansson	Chris Kelly	3rd AD
Riff Raff	ASDA Christmas	Finn Keenan	Ben Glickman	3rd AD
Stink	Liberty London	Eoin Gailister	Sacha Marsden	3rd AD
Anonymous	ChatGPT	Alex Hulsey	James Sharpe	3rd AD
Fresh	Dove	Harley Moon Kemp	James Sharpe	3rd AD
Park Pictures	Sports Direct x Nike	Tyrus	Joe Carter	3rd AD
Riff Raff	Coral	Rich Hall	Clara Paris	3rd AD
Merman	Warburtons	Declan Lowney	Sam Dawking	3rd AD
Knucklehead	Bank of America	Martin De Thurah	James Sharpe	3rd AD
Arts & Science	ServiceNow	Matt Aselton	James Sharpe	3rd AD
Prod Co	Microsoft	Mackenzie Sheppard	James Sharpe	3rd AD
Shoot Europe	Nike – England Men's Team	Jeremy Valender	Dan Precious	3rd AD
Lucky Strike	Loveable	Thuan Tran	Sam Dawking	3rd AD

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The Cornershop	Starling	Peter Thwaites	James Sharpe	3rd AD
Smuggler	Birra Moretti	Tom Speers	James Sharpe	3rd AD
PMA	Netflix – Bridgerton Promo	Johan Bjorkland	Sam Dawking	3rd AD
Charlotte Tilbury	CT Airbrush Tint	Matt Easton	Gabriel O Donohoe	3rd AD
Merman	Sainsbury's Summer	Guy Manwaring	James Sharpe	3rd AD
Magna Studio	eBay	Novemba	Clara Paris	3rd AD
Merman	PureGym	Vaughan Arnell	Clara Paris	3rd AD
Prettybird	Hotel Hilton	Rami Hacache	Sam Dawking	3rd AD
Charlotte Tilbury	Charlotte Tilbury	Betina DuToit	Clara Paris	3rd AD
Stink	Netflix — The Gentlemen x Stella Artois	Fredrik Bond	Joe Carter	3rd AD
Hunky Dory	Sephora	Hannah Levy	Justin Travers	3rd AD
Academy	Three	Jack Driscoll	James Sharpe	3rd AD
Iconoclast	Amex	Amara Abbas	Sam Dawking	3rd AD
Prod Co	Mafiathon 3	Gibson Hazard	Clara Paris	3rd AD
Bellhouse	H&M	Johnny Dufort	James Sharpe	3rd AD
Another	Asda	Brad Lubin	Sam Dawking	3rd AD
Merman	Sainsbury's	Guy Manwaring	James Sharpe	3rd AD
Merman	Dettol	Ben Liam Jones	Clara Paris	3rd AD
Biscuit	Monzo	Andreas Nilsson	Joe Carter	3rd AD
Academy	Google Pixel	Jack Driscoll	Clara Paris	3rd AD
Soft Target	Under Armour	Colin Renshaw	Joe Carter	3rd AD
Merman	Pepsi	Nicole Akermann	Clara Paris	3rd AD

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Charlotte Tilbury	Charlotte Tilbury	Joseph Salah	Clara Paris	3rd AD
Arts & Science	ServiceNow	Matt Aselton	James Sharpe	3rd AD
Farago	Johnnie Walker	James Harvery Kelly	Gabriel O Donohoe	3rd AD
Charlotte Tilbury	Charlotte Tilbury	Joseph Salah	Clara Paris	3rd AD
Arts & Science	ServiceNow	Matt Aselton	James Sharpe	3rd AD
Partizan	Beefeater	Camille Boumans	Clara Paris	3rd AD
Charlotte Tilbury	Charlotte Tilbury	Katya Ganfield	Clara Paris	3rd AD
Somesuch	EE	Dan Emmerson	Clara Paris	3rd AD
Somesuch	EE	Caleb Femi	Clara Paris	3rd AD
Stink	William Hill	Tom Green	Sam Dawking	3rd AD
Stink	Sky Glass	Traktor	Jim Cole	3rd AD
Academy	St James Place	Frederic Planchon	Jim Cole	3rd AD
Iconoclast	JD Sports Christmas	Amara Abbas	Jim Cole	3rd AD
Creators Inc	McDonald's	Ninian Doff	Jim Cole	3rd AD
Sweetshop	Voltarol	Liz Murphy	Clara Paris	3rd AD
MJZ	Uber Eats	Craig Gillespie	Alex Oakley	3rd AD
Smuggler	Google Pixel	Fenn & Henry	Clara Paris	3rd AD
Mai Productions	Diesel	Cody Baker	Clara Paris	3rd AD
Canada	Adidas	Lou Escobar	Joe Carter	3rd AD
SKY Creative	SKY/ KICK IT OUT	Glenn Kitson	Clara Paris	3rd AD
Amazon	Amazon	Stephanie Sian Smith	Shane Ryan	3rd AD