

# FLORENCE WILDING

I am a passionate, motivated and detail-oriented Production Assistant with three years of hands-on experience in the industry. Specialising in short form content, particularly branded campaigns and advertising, I have also worked on several short films. I have experience assisting across all stages of production, from Pre to Post, aiding smooth operations and efficient workflows at each step.

## WORK

### Tag Ltd / Smoke & Mirrors, Soho — Runner / Production Assistant

October 2023 - April 2025

- Assist with administrative tasks - photocopying, filing, and answering phones, handling incoming and outgoing mail and packages.
- Provide an excellent client service by attentively addressing clients needs and building positive relationships.
- Researching and assisting on pitch decks - finding relevant examples and picture researching.
- Assist with pre-production docs (call sheets, talent releases, location permits).
- Run errands for the production office - picking up and delivering documents, equipment, and supplies.
- Carry out efficient drop off and collection of drives.
- Maintain cleanliness and organisation of the office space.
- Assist in setting up and breaking down production equipment and props as needed (when on set).
- Research and arrange transport, catering, accommodation, and equipment.
- Assist with scheduling meetings and appointments for staff.
- Maintain confidentiality of sensitive information related to a production.
- Remain flexible and willing to take on any additional tasks.

### halo Post Production, Soho — Receptionist

January 2023 - October 2023

- Client services, welcoming new and key clients, ensuring they are well looked after.
- First point of contact for all office related inquiries.
- Assisting producers with administrative support to ease workflow.
- Assist in coordinating the scheduling of meeting rooms, grading, editing, and audio suites for the upcoming week, staying on top of daily updates and any changes, ensuring all relevant information is promptly communicated to everyone in the office.
- Daily handling of courier services.
- Answering phone calls, responding to emails and sorting out post.
- Maintaining a tidy, well stocked office environment.
- General diary management.

## Freelance Credits

Production Assistant - Short Film - *FARANOOKA* - **Brother Film Co** - EP. Luke Ellingham - Dir. Craig Bingham (Oct 2024)

Production Assistant - Short Film - *T is For...* - **The Sweetshop Films** - EP. Lucy Powell - Dir. Youness Benali (Feb 2025)

Production Assistant - Commercial - *AMEX Gold* - **The Gate Films** - EP. Adam Farley - Dir. Jack Bowden (Jan 2025)

Production Assistant - Commercial - *Archers VOD Summer Campaign* - **Lobster Creative** - EP. Sarah Balcoumbe - Dir. Matt Callum (March 2025)

Production Assistant - Commercial - *NBC - Middle Table* - EP. Fred Fenoulhet - Dir. Nathan Miller & Mark Danciger (April 2025)

Production Assistant - Commercial - *Cisco - Adam&EveStudios* - EP. Nazneed Read - Dir. Robert Spary-Smith (May 2025)

London

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## SKILLS & ATTRIBUTES

Microsoft Office proficient

Production admin - call sheets, decks, POs, release forms

Production systems - Cirkus, Scheduall

Adobe suite

Google Workspace

Punctual

Organised

Flexible

Multitasker

Ability to take direction

Proactive

Great written and verbal communication

Interpersonal skills / teamwork

Thrive working collaboratively

Quick learner

Creative

## EDUCATION

GCSEs - Teddington School

September 2011 - June 2016

A Levels - Esher College

September 2016 - June 2018

University of Sussex, Brighton — BA *English and Media Studies*

September 2019 - May 2022