

# Serena Williamson

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## Professional Summary:

A TV Production Coordinator adept at leading administrative operations across all work streams related to the production of documentaries, factual, drama and TV sports packages. Key strengths include: utilising production experience to identify team communication and delivery process improvements that facilitate creative excellence; performing Project Management and driving issue remediation to ensure teams focus on completion of key deliverables; applying a deep knowledge of the TV & Film industry to recognise and recruit talent and assist the assembly of dynamic production teams; and harnessing experience in all aspects pre and post-production that drives superior project delivery to broadcasters, corporates and media charities.

## Key Skills:

- Production / Project Management
- Fundraising / Budget Control & Reporting
- Risk Management
- Stakeholder Management
- Event / Film Shoot Planning
- Production Documentation
- Recruitment / Mentoring / Training
- MS Office

## Career Overview:

- Since 2008 have operated as both an independent contractor and a permanent employee, completing assignments for clients such as Sky Entertainment and Sports, BBC, Queens Park Rangers Football Club, Sheffield International Documentary Festival and Community Channel. Below is a list of example assignments completed over this period (in no particular order, and not all are listed).

## Selected Assignments:

### Sheffield International Documentary Festival: Doc/ Crew Volunteer Programme 2017 (Volunteer Coordinator)

- Doc/ Fest needed to build on its volunteer numbers to accommodate an increase in activity for its 2017 Festival. Taken on to lead the volunteer programme, worked to build on existing recruitment processes and develop new relationships with organisation in finding a diverse range of volunteers. Identified suitable volunteers for specific roles including photographers, film, social media and VR project crews using a developed recruitment plan; coordinated 2 week work placements with college and MA students to support with pre and post Festival activity; scheduled over 300 volunteers during a 2 week period using new online system; liaised with venue coordinators and senior staff to manage volunteers at big capacity events; organised lunch for volunteers, staff and technical contractors with external catering company within budget. Succeeded in retaining strong volunteers over the key Festival period that can be put forward for internships, 2018 opportunities and used as case studies for future funding.

### Octavia Foundation / Queens Park Rangers FC: 'R'Story: The Story of QPR (Project Manager)

- Octavia & QPR's Story of QPR film was failing to explore young people's engagement with the history of modern football – a key theme of the film's initial remit. As PM, organised filming of educational trips for the piece. Arranged filming of 14 young people's tour of National Football Museum; created travel & shooting schedules; completed risk assessments; and coordinated detour shoot in Liverpool to interview fans affected by Hillsborough tragedy. Succeeded in filming visit, resulting in inclusion in film which ensured the project achieved all initial objectives.

### Octavia Foundation / QPR In The Community Trust: Steering Group (Project Manager)

- Octavia & QPR needed to create a steering group to ensure rigorous project governance of their Story of QPR film initiative. Engaged as PM to align all parties. Drove monthly engagement with project team & management; invited input from funders, focus groups, filmmakers & PR teams; produced cost breakdowns; monitored young volunteers; and ensured provision of technical equipment to present rushes & website drafts. Succeeded in creating monthly steering group, resulting in close management of core teams & stakeholders, facilitating successful delivery.

#### **Octavia Foundation / Queens Park Rangers FC: Funding Application (Project Manager)**

- Octavia wanted to apply to the Heritage Lottery for additional funding for their Story of QPR film to eradicate a deficit in the project budget. Engaged as PM to coordinate application. Liaised with Heritage Lottery to assess eligibility; collated costing estimates for all activities; conducted research & gathered statistics to support application; created draft budget & Gantt plan outlining potential spending; and worked with line manager to finalise application. Succeeded in submitting application to Heritage Lottery, resulting in the award of £53k additional funding.

#### **MAMA Youth Project: BAFTA Sponsorship Event (Event Coordinator / Head of Training)**

- MYP needed to maximise the opportunity to promote their work at a BAFTA sponsorship event in order to secure additional charitable funding. Engaged to coordinate all aspects of event preparation. Liaised with former trainees, funders & TV employees; booked contributors & crew for video shoots; produced 3 promotional videos; and presented programme to key stakeholders at BAFTA. Succeeded in coordinating delivery of event at BAFTA, resulting in continuation of existing funding & securing funding from new sources.

#### **Sheffield International Documentary Festival: Awards ceremony 2016 (Events Team)**

- Doc/ Fest produce an end of the Festival ceremony to showcase the audience, jury and sponsor winning films. As part of the Events Team liaised with a local radio presenter to record voice overs; arranged run through meetings with venue staff as well as Doc/ Fest senior and department teams; worked closely with the production team and to arrange technical aspects; drafted and revised scripts and running order; supported awards host, juries and awards presenters during rehearsals and directing winners from stage to photographer. Succeeded in delivering Awards Ceremony within budget.

#### **MAMA Youth Project: Pilot Training Programme (Training Manager)**

- MYP needed to create a pilot training programme as part of a new deal with Sky UK. Engaged as Training Manager to create programme. Organised open day at Sky; liaised with HR and Entertainment teams to identify training gaps; devised sessions in communication & freelancer finance; worked with Sky to establish mentoring relationships with trainee groups during production. Succeeded in creating programme that provided a template for future training, resulting in 2 additional programmes with Sky which produced 'What's Up' for Sky 1 & a new training deal with BBC.

#### **MAMA Youth Project / Licklemor Productions: What's Up Main Links (Producer)**

- MYP & Licklemor needed to create & film introductions to short VTs for use across all 6 shows for their Pick TV series 'What's Up'. Engaged as Producer to lead on scripting & filming. Identified potential film locations; analysed previous show structure to establish template; rewrote intros based on show breakdown; liaised with researchers to verify stats and figures mentioned; approved takes to use with editor; and worked with Sky to create synopses for all 6 shows for display on their interactive service. Succeeded in creating VT introductions, resulting in delivery in time for broadcast.

#### **Career Chronology:**

- 02 2017 to 06 2017: Sheffield International Documentary Festival - Volunteer Coordinator (freelance)
- 06 2016 to 10 2016: MAMA Youth Project / Licklemor Productions - Project Manager (freelance)
- 04 2016 to 06 2016: Sheffield International Documentary Festival - Events Assistant (freelance)
- 10 2015 to 11 2015: MAMA Youth Project / Licklemor Productions - Assistant Producer (freelance)
- 05 2013 to 09 2015: QPR In The Community Trust / Octavia Foundation - Project Manager
- 08 2012 to 12 2012: MAMA Youth Project / Licklemor Productions - Training Manager
- 08 2010 to 09 2010: BBC Children's - Development Assistant / Runner
- 10 2009 to Present: Sky UK / Sky Sports - Video Editor
- 10 2008 to 07 2012: MAMA Youth Project / Licklemor Productions - Head of Training
- 04 2008 to 09 2008: MAMA Youth Project / Licklemor Productions - Office Co-Ordinator

#### **Production Credits:**

##### **Factual:**

- Licklemor Productions: '4Reel' - Producer (2016)

#### **Documentaries:**

- QPR FC/ Octavia Foundation: 'R' Story: The Story of QPR Football Club' - Producer (2015)
- Sky UK: 'Project Green Sky' - Executive Producer (2011)

#### **Factual Entertainment:**

- Sky UK / Pick TV: 'What's Up TV' Series 9 - Assistant Producer (2015)
- Sky UK / Pick TV: 'What's Up' Series 3 - Series Producer (2013)
- Sky UK / Pick TV: 'What's Up' Series 2 - Producer (2012)
- Sky UK / Pick TV: 'What's Up' Series 1 - Producer (2011)
- Community Channel: 'Fashion Favours' - Producer (2009)
- Community Channel: 'What's Up' - Assistant Producer (2009)
- Prince's Trust: 'What's Up Special' - Production Assistant (2008)

#### **Sport:**

- Sky UK / Sky Sports: 'Saturday Night Football' - Video Editor (2009 – Present)
- Sky UK / Sky Sports: 'Goals On Sunday' - Video Editor (2010 – Present)
- Sky UK / Sky Sports: 'Champions League Football' - Video Editor (2010 – 2015)

#### **Short Films**

- Sci-Fi London: 'Wundernation' - Production Manager (2013)
- Freelance: 'Synchronicity' - Production Co-ordinator (2010)

#### **Corporate:**

- drinkaware.co.uk: Virals & Vox Pops for website campaign - Assistant Producer (2008 – 2010)

#### **Technical Knowledge:**

- EVS Clean Edit / Avid Symphony (Basic) / Adobe Premiere / Adobe Photoshop (Basic)
- HTML / website content management
- JVC GY-HM200E 4KCAM & Canon 5D tripod and handheld; white balance; iris control; framing; microphone inputs

#### **Education:**

- BA (Hons) Video Media Arts, University for the Creative Arts (UCA)

#### **Training / Qualifications / Certifications:**

- Production Coordinator - Children's TV (Alias Hire)
- Introduction to Adobe Premiere (BECTU)
- C&G 7300 Introduction to Trainer Skills (BECTU)
- Finance For Managers (The Centre)
- Emergency First Aid At Work (FA)
- Practical Project Management (Directory of Social Change)

#### **Personal Details:**

- [serenawilliamson.tv@gmail.com](mailto:serenawilliamson.tv@gmail.com) / 07849 093 829
- Driving Licence: Full, clean UK licence
- Fully Enhanced CRB

#### **References:**

*On request*