

ANNE BUCKLAND

Copywriter/Producer/Communication Strategy

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Experienced content creator and head of production for both broadcast and digital. Excels at bringing out people's stories and representing them well through copywriting, photography and film. Excellent at negotiating difficult access and maintaining good relationships. Has filmed in a wide variety of different settings - from the labs of NASA to the Kibera Slum in Nairobi.

Skills:

- Storytelling for digital and transmedia
- Camera work for broadcast and digital productions, including BBC, Channel 4, Discovery, YouTube and others
- SEO
- Client liaison
- Volunteer liaison
- Copywriting
- Producer
- Brand strategy
- Expert contributor to Charity Comms revised 'Making it Matter' book
- Directing for broadcast and digital
- Wordpress
- Adobe Creative Cloud
- Social media expert and trainer
- Overseeing budgets and schedules
- Social media strategy

We Do Stories Ltd

November 2014 – Present

Head of Content and co-founder

Roles included working as copywriter, producer, director and project manager on a wide range of websites, strategies and digital content for clients. These include case studies, documentaries, testimonial videos, photography, training and copywriting for client's websites and blogs. Clients include Leonard Cheshire, Stelios' Philanthropic Foundation, Action on Hearing Loss, the Science Museum, Songs of Praise, finance consultancies and charities in India and the USA.

I have provided training in social media and brand strategy to over 40 organisations throughout UK, Europe and America.

For more information about previous clients and work, visit www.wedostories.com

RDF Television

Jan – Feb 2016

DV Director, *Undercover Angel*

National Geographic, 10 x 60

Reef TV

Oct - Nov 2015

DV Director, *French Collection*

Channel 4 25 x 60

Lime Pictures

Apr - Sept 2015

Self Shooting Producer and Location Producer/Director, *Meet the SuperBrains*

Discovery 6 x 60

Negotiated very tricky access into places such as CERN and NASA and filmed a wide number of human-interest stories in the arenas of science and engineering. Observational documentary.

RDF

July – Aug 2014

DV Director (self- shooting), *Eat Well for Less?* x 60

BBC1 3

Archie Productions

Jan - July 2014

Assistant Producer (Self Shooting) *Britain's Flying Past: The Lancaster Bomber*

BBC2 1 x 60

Social history documentary exploring the Lancaster bomber and stories of lives affected by it – 7 war veterans and 4 very special Dambuster stories.

Assistant Producer (Self-shooting) *The Red Arrows*

BBC2 1 x 60

Observational documentary following the two new trainees as they prepare for their first season with the iconic Red Arrows display team; following the training in Lincolnshire and Cyprus.

Twofour

June 2012 - Sept 2013

Assistant Producer (Self-shooting), *Holiday Hit Squad,*

BBC1 4 x 60

Second series of the popular holiday consumer programme. Items included a beach doctor in the Costa del Sol and various travel items around Spain and the UK.

DV Director (Self-shooting), *Storage Hoarders,*

ITV 30 x 60

Producer/Director (self-shooting), *Horizons,*

BBC World News. 16 x 30

Science and technology series exploring exciting new developments from across the globe. Included MIT, NASA and filming in USA, China and Japan

DV Director (self-shooting), *Holiday Home Sweet Home,*

ITV 20 X 60

RDF

Apr 2012 – May 2012

Development Assistant Producer, *New specialist factual format,* Channel 4

Videotext Communications

Mar 2011 – Oct 2011

Assistant Producer (self-shooting), *Time Team Special – Shakespeare's House,* Channel 4. 1 x 60

Assistant Producer (self-shooting), *Time Team Series 19,* Channel 4. 5 x 60

Various independent companies in Wales

Oct 2005 - Dec 2010

Self-shooting AP and then Producer/Director for various projects for BBC Wales

Education

MA Archaeology (Celtic Studies)

2002-2004

University of Cardiff

BA Ancient History and Archaeology

1999-2002

University of Birmingham

References:

Adrian Padmore, Assistant Commissioner BBC

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Joel Buckland, CEO We Do Stories

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