

## CURRICULUM VITAE

Name: Ben Swift

Age: 46

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Experienced Exec / Producer with excellent client and project management skills. I combine extensive business knowledge with an attention to detail and strong analytical skills. I pride myself on my ability to communicate effectively with creative, technical, business and executive audiences.

### Core Skills

- Creative Project Management
- Operations management
- Financial Control
- Auditing / Quality Control
- Health & Safety / Risk Assessment
- MS Office Suite
- Staff Recruitment / Mentoring
- Performance Management
- Client Service
- Stakeholder Management
- New Business / Sales
- Critical Path / Agile experienced

### RECENT EMPLOYMENT

#### June 2010 – Present – Exec. Producer / Partner - Beautiful Productions

Production Service and Full Production of film and event projects – a small selection of projects below:

#### **FEATURES**

2014 - THE LAST SHOWING Line Producer / UPM  
2010 - BEING SOLD Producer / Line Producer

#### **COMMERCIALS / FILMS**

<u>PRODUCTION COMPANY</u>	<u>COMMERCIALS</u>	<u>ROLE</u>
Beautiful Productions	Tom Walker (PROMO/SHORT)	Producer
Beautiful Productions	Guinness Storehouse Film	Producer
Beautiful Productions	Simply Be	Exec Producer
Caviar	Nike	Service Producer
Cling Film / Square Box	Lemon Water	Production Manager
76 Ltd	Smyths Toys	Service Producer
76 Ltd	Alton Towers	Production Manager
Trifield / Wakyo	Softbank	Service Producer
Caviar	Samsung	Production Manager
Don Productions	Adidas	Service Producer
Madam	BetFred	Production Manager
Cling Film / Square Box	Garuda Airlines	Service Producer
Geek Pictures / Trifield	Softbank	Service Producer
Beautiful Productions	Ragu	Exec Producer
Beautiful Productions	Chicken Tonight	Exec Producer
328 Stories	Turkish Airlines	Production Manager
Beautiful Productions	Whiskey Fathers Day	Exec Producer
Beautiful Productions	Plum Baby Food	Producer
Chocolat Productions	Geox	Service Producer
Beautiful Productions	WD40	Producer
Sycos Music	Shayne Ward (PROMO)	Line Producer

Casta Diva Pictures  
422

Pepsi Argentina  
Don't Stop Believing (TV)

Production Manager  
Production Manager

January 2004 – June 2010 - Executive Producer / New Business Director – PSAfilms  
Commercial Production & business development

#### **ADVERTISING AGENCY**

March 2003 – January 2004 – Project Manager – The Chase Creative Consultants  
Advertising & Design agency

February 2002 – February 2003 – Creative Services Manager – TEQUILA\Manchester  
Full Service Advertising Agency

#### **TELEVISION**

July 2001 – Feb 2002 – Senior Producer, ITV / Granada Lifestyle

Overseeing Various programmes including documentaries, Lifestyle and Entertainment shows for Satellite and Cable broadcast

January 2001 – June 2001 – Assistant Producer “Revealing Secrets” – MMA /Channel Four  
Investigative history programme

May 2000 – November 2000 – Producer “The Heaven & Earth Show” – BBC Religion  
Long-running, weekly comparative-religion / spirituality show

January 1999 – April 2000 – Producer ITV / Granada Lifestyle for Manchester United TV  
Various documentary and lifestyle programmes for Manchester United's Cable channel

April 1998 – January 1999 – Producer “Livetime” – ITV / Granada Breeze  
Daily live studio magazine show

September 1997 – March 1998 – Senior Researcher / film maker ITV / Granada Satellite Broadcasting  
Various Food and Lifestyle shows

July – August 1997 – Researcher “Stars In Their Eyes” – ITV / Granada Television

January – June 1997 – Researcher “Something For The Weekend” - ITV / Granada Television

January – December 1996 – Runner – ITV / Granada Regional Newsroom

In 1996, I joined Granada Television in the busy newsroom working on news coverage of everything from that year's IRA bombing of Manchester to the demise of Take That.

I went on to become a Producer in 1998 and headed up a wide variety of Network and satellite programmes such as “The Heaven & Earth Show” (BBC1) and “Revealing Secrets” (Channel 4), as well as various shows for ITV Granada and MUTV. My work included Documentary, Lifestyle, Entertainment, Sports and Arts programming.

In 2002 I moved into advertising, firstly in-house with advertising agencies TBWA\Tequila and The Chase before being headhunted as Executive Producer to make TV commercials with PSAfilms in 2004 where I was a company director. I joined Mercedes Crescenti TV as partner in 2009, helping grow the business which re-branded to Beautiful Productions in 2012.

#### ***Academic Qualifications***

B.A. (hons) in Philosophy - University of Manchester

1 S-Level, 3 A-Level, 10 GCSE - Wycliffe College, Gloucestershire

Aims / Ambitions

I get real enjoyment from making things happen, whether that's working on all aspects of a complex project, developing a client's brand or helping a junior member of staff achieve their goals. In the immediate future I want to develop my skills by increasing the base of my experience, working with new technologies and widening the variety of projects I work on. I spend much of my leisure time with my sons (aged 18, 14 & 12) and I've also been studying Kung Fu for many years. I have also, in another incarnation, made literally thousands of walking sticks.