

KATE MYERS - SENIOR PRODUCER

TV COMMERCIALS, CONTENT, BROADCAST TV, POST PRODUCTION

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Budgeting, Scheduling, Agency/Client liason, Casting, Location Management, Post Production, Delivery

Award winning senior Producer with experience delivering end to end TV campaigns. Brands include Royal Mail, Daily Mail, M&S, Virgin Media, Vodafone. Lloyds, Canon, Bayer, Persil, AXA and Exxon Mobil.

I produce live action shoots and animation and sometimes I combine the two. For the last 10 years I've specialized in commercials but I've got a background in factual entertainment TV enabling me to work on small crew shoots too. I enjoy putting together teams and I'm good at nurturing relationships with clients, crew and creatives. I'm adept at managing locations, H&S and expectations on set.

I've lots of experience of casting including child casting/licensing. I've experience of shooting with action vehicles, pyrotechnics, drones, cruise ships and trawlers. Plus cats, dogs, horses and stick insects.

I enjoy the post production side of my role, including producing/directing VO. I have compliance training and a good relationship with Clearcast. More than once I have been described as a calming influence on my team, especially when the scope changes. I have a small child in Newcastle and a small boat on the Thames. I don't combine the two.

BAFTA Film & TV voting committee, Animated Women member, Represented WFTV at Cannes, 2016 WFTV Mentee, Compliance trained at ITV and C4, Visiting Lecturer Arts University Bournemouth

Selected Producer Credits:

<u>Brand</u>	<u>Date</u>	<u>Content</u>	<u>Agency</u>	
AXA	2019	Digital	Fallon	https://vimeo.com/416734854
Peperami	2019	TVC	Atomic	https://vimeo.com/349181158
Pilgrims Choice	2019	TVC	Beyond Studio	https://vimeo.com/361135018
Festicket	2019	Digital	Mindshare	https://vimeo.com/337099595
Daily Mail	2019	TVC	Big Al's	https://vimeo.com/310367736
Gas Networks Ireland	2018	TVC	Rothco	https://vimeo.com/308693076
Stand Up To Cancer	2018	TVC	Anomaly	https://vimeo.com/300171521
Virgin Media	2018	TVC & Radio	BBH	https://vimeo.com/301401109
Daily Mail	2018	TVC	Big Al's	https://vimeo.com/301404026
Furniture Village	2017	TVC & Radio	Complete	https://vimeo.com/300334576
Riviera Travel	2016	TVC	MBA	https://vimeo.com/181496177
Etsy	2016	Digital	Strange Beast	https://vimeo.com/219512790
M&S	2016	Digital	RKCR Y&R	https://vimeo.com/170464365
Tesco	2016	Digital	BBH	https://vimeo.com/169514161
Everest	2016	TVC	MBA	https://vimeo.com/165363191
Smyths Toys	2016	TVC	Direct to client	https://vimeo.com/176726537
Bayer	2015	Internal	Cogent Elliott	https://vimeo.com/148879199
Fruitbowl	2014	TVC & Cinema	Ad Orchestra	https://vimeo.com/91078728

Producer, AXA Cycle Ireland – Fallon / Passion July-Sep 2019

I regularly produce for Passion Pictures and their sister company Strange Beast, in general they bring me in for projects combining live action and animation. AXA was an exciting concept and a technically difficult shoot because the animation effect was filmed for 'real' in a modern version of a zoetrope, using a spinning wheel and a stationary camera. This footage was combined with 2D animation. I was so happy when it all came together.

Producer, Stand Up To Cancer and Gas Networks Ireland – Rothco / Blink Art – July-Nov 2018

Working at Blink Art, I produced x7 10sec films for Stand Up To Cancer which are a mix of live action and animation. As Stand Up To Cancer was coming to a close I pitched on a papercraft TVC for Gas Networks Ireland, which we won. This was a lovely project featuring a paper world made by artist Hattie Newman. Originally conceived as a stop motion project, the script/budget/schedule meant that CG designed to look like paper made more sense. So we teamed with animators SEED to create a paper world in CG. I also produced key visuals for OOH and a 10sec vertical DOOH.

Producer, Virgin Media – BBH- March-May 2018

I worked in-house at BBH as a producer on their animated TVCs for Virgin. As with many retail clients Virgin change their ads at short notice and demand fast turnaround. I worked with animation companies Bose Collins and Wellcom to accommodate various TVCs being animated and delivered at the same time.

Producer / Post Producer, Furniture Village – Complete Ltd – March 2017- 2019

I was brought in mid way through the 2017 Spring campaign in order to get the post production back on track. The project was behind schedule in both post production and Clearcast clearances. Retail clients are always demanding and this one particularly so. I led a team of offline and online editors, animators and audio crew in various locations/post houses including in-house editing. We created 200 different ads in four months. All ads got to air (admittedly some to the wire). The client had never had such success in clearing offers. I was later asked to return for their summer campaign and this time producing the shoots. I regularly returned to produce for Furniture Village for a few years.

Testimonial - Kitty Turley – Executive Producer, Strange Beast

"I worked with Kate recently when she produced a stop frame shoot for us. She's got the perfect balance of paying close attention to detail whilst always referring back to the bigger picture. She's a fantastic producer, and generally a calm, fun and generous spirited person to be around. I'm looking forward to working with her again soon!"

References happily provided on request.