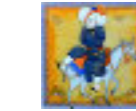


Fernando Sobron



Date of Birth: 05/07/1962
 Nationality: Spanish.
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 e-mail: fernando@fsobron.com
 Languages: English, Spanish and French
 Residence: Permanent resident in the UK, Bases in SE England, SW France and Eastern Spain
 Passport: Spanish Passport holder, permit to work in the EU
 Website: www.fsobron.com
 Reel and work samples: <https://vimeo.com/fernand>

I am a Producer Director with an advertising creativity background. Curious and perseverant, I like producing memorable images for memorable stories. I gained most of my professional experience making advertisements, working as Art Director later as Creative Director in the media capitals of Europe, London, Paris, Moscow, Madrid and in over a dozen countries. I worked for some of the best and largest agencies on local and international accounts across all media and won some of the most coveted international prizes. My duties as art director were to produce ideas for advertising campaigns and oversee, direct and style through their production. As a senior art director and creative director, I directed and coached creative teams, help training juniors, liaise with clients and production companies and heading the agency's creative output. I rose to

Directors and Photographers whilst creating and filming advertisements on location or the studio. Awards and showcases of my work include Cannes Lions, D&AD, One Show, Epica or Eurobest. My work has featured in the cover of magazines like the Lurzer's Archive and some of my documentaries have been selected and shown in international Festivals or published in academic audio-visual journals.

You can see more of my work on my Vimeo.com pages at <https://vimeo.com/fernand>. There you will find links to my old travel videos on YouTube and my academic research work. Please take a look at my latest reel (<https://vimeo.com/549269754>) and productions like The Corrugated Story of The Red Pig (<https://vimeo.com/fernand/redpig>).

Allow me to invite you to travel through the following visual CV-Timeline to give you an idea of my work and achievements.

I am based just outside London, alternating stays in South West France where I have access to a studio. I can quickly reach anywhere in the South East and home counties or the heart of Europe. I'm happy working anywhere in the UK or abroad. Regarding skills and technical, I can work with a wide range of cameras, Sony, BlackMagic Design or Canon C among the most popular. I often work on my own recording sound and setting lights. Davinci resolve, Premiere and FCPX for editing. I look forward to working with you.

Dr Fernando Sobron

Timeline CV

Production credits
Producer Director
 Billyboy Hats, Billyboy Memories, 2021.
 Horsmonden Forge, 2021
 The Corrugated Story of the red Pig, 2021. Garry. Under the sand, 2020. Rescue dog Holidays, 2020. Filing the Gaps, 2019.

My Box of Pencils, 2019. Le Chronometre Anglais, 2019. The last Clockmaker of Monpazier, 2019. Loulabelle's Cafe, 2018. In Luisa's Own Words, 2017. Banger, 2016. La Lonja, 2015. Pinball Geoff Life and fantasies, 2013. The Kid at the Toy Museum, 2012. La Bala que Lleva Mi Nombre, 2010. Fighting Traffic noise One Harmonium at a Time, 2009. Lahore Market, 2007. Nizwa Cattle Market, 2006. Riding the Blue ridge Highway, 2002

board director at FCB. My passion for exploring through film what makes us human took off in the early 2000s. I began making videos, writing features and taking photos for online content and travel magazines. Making factual films has since become a professional as well as a vocational endeavour. Alternated with agency freelance work I went riding around the world on a motorcycle, making short videos for travel websites edited on a Pentium III laptop, uploaded from remote corners of the world. My interest in factual filmmaking took me to enrol and graduate on an MA in Digital documentary which in turn rolled into a Ph.D. I was awarded a Doctorate in Philosophy researching the intervention and analysis of creativity in the documentary mode of film making. I enjoy learning, making films, telling stories and teaching. I was lucky to learn on the job from some of the best



March 2018 to present	Sep 2012 March 2018	Dec 2008 to Sep 2012	Oct 2007 - May 2008	June 06 Oct 07	December 2002 May 2006	April 2000- Nov 2002	Dec 1998 - April 2000	Nov 1997- Sep 1998	May 1996 - Aug 1997	Dec 1991 - April 1996	1989 - 1990
<p>Freelance Producer Director. Independent Productions for: Billyboy Hats, Billyboy Memories, Ploughman-Streeten; Horsmonden Foundry; Marc Beaubatie Horloger d'Ancienne ; The Red Pig Restaurant; Dolça Calunya; Noyers de la Barenie.</p> <p>University Teaching. University of Sussex. Documentary Film, Documentary Film Production and Theory and Advertising. To Economics and Film and media undergrad students.</p>	<p>Producer Director. Researched, produced and edited <i>Filling the Gaps</i>, <i>UofS</i>; <i>Loulabelle's Cafe</i>, <i>UofS</i>; <i>Pinball life and fantasies</i>, <i>UofS</i>; <i>La Lonja</i>, <i>UofS</i>; <i>The Xmas Gift</i>.</p> <p>University Teaching. University of Sussex. Documentary Film, Documentary Film Production and Theory and Advertising. To Economics and Film and media undergrad students.</p>	<p>Freelance Press an online Features Writer and producer Grupo Alesport, (Solo Moto), Nomadpodcast,.com, ChopperOn among other collaborations.</p> <p>Freelance Creative Contractual Advertising projects for clients like University Hospital Aarhus, Bill Rickard Industries,.</p>	<p>Draft-FCB MA Moscow Executive Creative Director. Board director. Main Accounts: Beiersdorf (Nivea and others), Aeroflot, Fiat. Leading the creative work and creative departments; training and recruiting; coordinating the Group's general advertising and new media creativity. Restructuring the creative department, fomenting closer collaboration between departments and agency offices; representing the agency and its creative departments to clients and industry in the Russian domestic market and abroad.</p>	<p>TBWA CA, Almaty Regional Creative Director. Main Accounts: Nissan, Schwarzkopf, Henkel, Arla. Leading the creative department. Training and recruiting. Representing the agency in front of clients. Ground research for start-ups of new offices (Kyrgyzstan, Mongolia and Uzbekistan) and assisting introducing international clients to new potential markets.</p>	<p>Freelance Creative Director. Content Producer and Editor. Creative Consultancy (Ay!Caramba, London) and New Media production. Contractual creative work for advertising agencies in London, Düsseldorf, Hamburg and Paris. Documentary production and directing. Feature writing. Editor and content producer for Nomadpodcast.com. Adventure Travel Documentary videos and reviews; multimedia and printed media production. Part-time student, during this period I undertook a Film and Media BA at UL, Birkbeck.</p>	<p>Callegary Berville Grey, Paris, and Grey Worldwide, Düsseldorf. Junior Creative Director. Content Producer and Editor. Main Accounts: Nokia, Feu Vert, Bannette, Dulux, Xyladecor and others. Creative work including scriptwriting, Art Direction and overseeing production, in charge of the development of TV lead advertising campaigns. Agency's representation of creative work to clients and development.</p>	<p>Freelance Content Producer and Editor. Creative work for agencies in London, Barcelona and Düsseldorf. Grey Dusseldorf, Davies Mayer, Lansdowne Conquest Main accounts: Nokia, Alfa Romeo.</p>	<p>Leo Burnett London Art Director. McDonalds, Procter and Gamble, Tampax, Vikcs Vaporub, and others.</p>	<p>Publicis London Senior Art Director. Renault, Hi-Bran, Halford's, Kingsmill, Polycell and others. I was awarded an Eurobest award for a Kingsmill Press and poster campaign and had print work regularly sampled on Archive magazine.</p>	<p>Ogilvy & Mather London Joined on Placement as Art Director; advanced to Junior Creative Director for selected accounts. Main accounts, Ford Motor Co, and Ford Dealers, COI (Drug abuse prevention campaign), SmithklineBeechams' Tabasco, Bird's Eye, Egerix and Twinrix vaccines, Group B Hepatitis Prevention. The work I created for Tabasco won two Cannes Lions (1993) and certificate. Also, a New York Advertising Festival Gold Medal. 1996 D&AD of London .</p>	<p>Ruiz Nicoll Bellier (Later Euro RSCG) Madrid Art Director. Main Accounts BMW, Parker. Farmacéuticas reunidas.</p>

Education

Ph.D, MA, BA.
 Ph.D. University of Sussex 2014-18
 Doctor in Philosophy, Creative critical practice, thesis on Creativity and the documentary mode.
 MA. University of Sussex 2013-14
 Digital Documentary Master
 BA. University of London, Birkbeck 2002-06. Film and Media, Journalism and Documentary.
 COU. INB Cardenal Cisneros, Madrid 1980

Professional Training

Direction Certificate, London Film Academy. 2021
 Radio News Diploma, The National Broadcasting School. 2006
 High Education Teaching. University of Sussex. Fellowship of the Higher Education Academy. 2017
 Video Design Diploma, Centro Video e Imagen, Madrid. 1982.
 Addressing unconscious bias: basic awareness in the workplace.
 Coronavirus basic awareness on production training.
 Member of D&AD