

LYNDSEY GOODWIN
D.O.B. – 28/06/72

CONTACT

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WORK HISTORY

ADD ON TV LIMITED

July 2014 – to date

Since 2014 I have been running my own TV Commercials Production Company. Working alongside industry stalwarts Julian Kronfli and Ed Duliba we decided to combine our resources. I offered them an agency perspective to their already very successful company Kronfli Duliba Productions. We set up as Add on TV Limited. For the last 7 years we have largely worked directly with clients but occasionally worked alongside smaller agencies offering them a TV production department that they don't have internally.

Having come from an agency background my skills in artist negotiation, music licensing and Clearcast management were invaluable but working on the other side of production has taught me many more skills such as building complete production budgets, finding and negotiating crew, set builders, location scouts, arranging casting sessions, producing call sheets and also handling foreign productions from creative brief straight through to final edit.

I have produced commercials for many clients including Boux Avenue, Robert Dyas, The Trafford Centre, The Park Group, Cryotag, Ashton & Parsons, Sharp Bedrooms, Macushield, Paying too Much, We Buy Any Car and Warwick Castle.

TOM REDDY ADVERTISING LIMITED (later known as The Tom Reddy Agency)

Jan 1989 – April 2014

My first job after leaving education was working as a copy typist and administrative assistant in a flourishing new agency in Manchester. From day one, I was hooked. I had never imagined myself working in a creative environment but it was fascinating and inspiring and I've been addicted ever since. Being a relatively small agency I was able to learn a lot about how advertising agencies work.

Admin Assistant to the Creative Department 1989 - 1990

Starting as an assistant within the creative department I was tasked with typing scripts, minutes, notes and managing timesheets for the creative team.

PA to MD and Accounts Assistant 1990 - 1995

Becoming PA to the Managing Director (Tom Reddy), involved managing diaries, scheduling meetings, attending client meetings and helping with day-to-day financial concerns, managing sales & purchase ledgers, bank accounts and supplier payments.

Production Assistant 1995 - 1997

Shadowing the production manager, managing job bags, planning lead-time schedules and ensuring all suppliers had invoiced correctly. Chasing suppliers to ensure all requirements were met and within deadline.

Production Manager 1997 - 2007

Sourcing appropriate suppliers fit for purpose, managing budgets, lead-time schedules and Clearcast approvals. Negotiating artist contracts and music licensing. Producing mixed media campaigns for various clients, from Mail Order to FMCG although most of my experience lies in broadcast media.

Head of Production & Company Director 2007 - 2014

Largely a continuation of my previous role but with more emphasis on managing existing clients, chasing new leads and pitching for new accounts.

Between 2005 and 2014 most of my time was spent managing huge productions on behalf of Iceland Foods although I've produced many campaigns on behalf of other clients such as Makro, Vimto, Lighterlife, Lighterlife Lite and Virgin Cosmetics.

EDUCATION:

ORT-GEC ITEC – 1987 - 1988

WORD-PROCESSING AND I.T.

After leaving school I joined what was then known as a YTS Course, it was a government funded training scheme that endeavoured to provide qualifications whilst obtaining placements within industry. My first placement became my first job.

SPURLEY HEY HIGH SCHOOL - 1983 - 1987

GCSE's IN MATHS, ENGLISH, SCIENCE IT & MUSIC,

PROFILE:

I am extremely hard-working and brilliant at time management. I have never missed a deadline in over 30 years of working in the advertising industry. I always keep calm and I have probably seen everything at least once so I'm pretty much unshockable. I am friendly and outgoing and I treat everyone with the same respect. In my job everyone is important.

REFERENCES

Julian Kronfli - Add on TV Limited

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Tom Reddy

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