

Gemma Whitfield // Assistant Producer

Birmingham, UK | (+44)7503271819 | gemmawhitfield@live.com |

Profile

Innovative and dynamic Creative **Producer** with over 10 years of experience in **media production, digital storytelling, and content creation** across radio, film, and immersive digital platforms. A graduate of the **BFI Creative Producer Lab** and **Royal Birmingham Conservatoire**, with a passion for crafting compelling narratives that engage diverse audiences.

Key Skills

- **Media Production:** Radio, DJ-ing, audio editing, film, live events, digital storytelling.
- **Production Management:** Budgeting, scheduling, logistics, talent coordination.
- **Technical Expertise:** Adobe Suite, Logic Pro X, Ableton, Unreal Engine, Blender.
- **Creative & Scriptwriting:** Developing engaging narratives for digital and traditional media.
- **Audience Engagement:** Content marketing, social media strategy, audience analytics.
- **Project Leadership:** Managing teams, coordinating with stakeholders, executing creative visions.
- **Digital Tools & Automation:** Python, HTML, CSS, JavaScript, cloud-based workflow automation.

Experience

CREATIVE PRODUCER | **FREELANCE** | NOVEMBER 2016 – PRESENT

- Produced creative content and provided production management and creative services to various organisations including; Skiddle, Pirate Studios, Gaydio, Split Second Films, Roundhouse London, Point Blank Music School, Voyage Events, The Upcoming magazine and more.
- Content included DJ mixes, radio shows, visual content (videos and images), social media assets, written articles and creative copy for the web, using various software packages including Adobe Suite.

CLOUD OPERATIONS ENGINEER | **CENTRICA (DIGITAL TECHNOLOGY SERVICES)** | SEPTEMBER 2021 – PRESENT

- Managed technical operations and digital tools in the cloud (AWS, Azure).
- Designed automated workflows and used AI-driven solutions to streamline production processes.
- Collaborated cross-functionally to align digital tools with project goals, actively supporting other teams.

RADIO PRODUCER & PRESENTER | **GAYDIO** | FEBRUARY 2021 – AUGUST 2021

- Producer/presenter of an hour-long, weekly radio show on Gaydio, the world's biggest LGBT radio station (850,000 listeners every month). Recorded, produced and edited audio content.
- Complied with the station's broadcasting standards and OfCom guidelines.

COMMUNICATIONS, DATA & INSIGHTS OFFICER | **B:MUSIC** | AUGUST 2019 – SEPTEMBER 2021

- Ensured effective distribution of digital communications to audiences, wrote creative copy for the web and distributed CRM campaigns, including the weekly e-newsletter, to approximately 60,000 people.
- Led on the gathering of intelligence insights to enable strategic decision making and to submit as part of successful applications for *Arts Council England* and *Birmingham City Council* funding.
- Maintained data integrity and security in compliance with GDPR.

PARTICIPATION MANAGER & CO-PRODUCER | BIRMINGHAM OPERA COMPANY | NOVEMBER 2015 – NOVEMBER 2016

- Managed and coordinated over 200 performers for Sir Graham Vick's production of *Dido & Aeneas*.
- Assisted with the production of audiovisual content, including short promotional films, audio recordings and digital assets for social media.
- Organized and supervised creative community outreach workshops at local colleges and charitable organizations including Mind and St.Basil's. Filmed workshops and promoted them on social media.
- Coordinated and led the Trinity Arts Award program for young participants.

RUNNER/INTERNSHIP | TIMELINE TELEVISION & BT SPORT | DECEMBER 2014 – AUGUST 2015

- Runner on The Clare Balding Show and Assistant for UFC World Media Tour.
- Duties included cable wrangling in a live broadcast studio, carrying equipment for Camera Crew on location shoots, collecting food orders for key cast members and communicating with talent.
- Photographed show props and television sets and catalogued them in an Excel database.

RADIO PRODUCER | ROUNDHOUSE | DECEMBER 2014 – AUGUST 2015

- Researched, produced and presented content live on air for 'Queerhouse' a show on Roundhouse Radio.
- Organised guests, conducted interviews with music artists, researched and prepared content to be aired live. Scheduled tracks in Myriad and drove the studio desk.
- Represented the station in a live televised interview on Sky News as part of their 'SUBC' campaign.

Education

- MASTER'S DEGREE (MMUS): MUSIC TECHNOLOGY | 2017 - 2018 | ROYAL BIRMINGHAM CONSERVATOIRE
- BACHELOR'S DEGREE (BA): MUSIC production – 1ST CLASS HONOURS | 2012 - 2015
- A-LEVEL'S: ENGLISH, HISTORY, PSYCHOLOGY – GRADES: AAA | 2009 - 2011

Training

BFI CREATIVE PRODUCER LAB | 2022

Selected to take part in the BFI Network's Creative Producer Lab.

Gained a solid foundation in all practical aspects of managing a production, including production fundamentals, budgeting and scheduling, pre-production, shooting, post-production, casting and distribution.

IMMERSIVE ARTS BOOTCAMP | 2024

Selected to take part in an Immersive Arts Bootcamp at Birmingham Open Media (BOM).

Learned creative 3D skills in Blender and Unreal Engine (including modelling, lighting, audiovisual effects,

blueprinting) and produced an immersive virtual reality (VR) installation about Sappho's poetry in Ancient Greece.

The installation was showcased to audiences at BOM in April 2024.