

LAURA SHENTON

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SUMMARY

A dedicated and detail-oriented TV professional with over 7 years of experience in television production. My background includes roles in producing, floor managing, and social media management. I am passionate about the logistical and operational side of production, ensuring smooth workflow, compliance with regulations, and effective team communication. With hands-on experience managing international shoots, coordinating travel and accommodations, and overseeing live broadcasts, I am adept at handling fast-paced environments. Certified in First Aid at Work and trained in Mental Health Awareness, I prioritise the safety and well-being of cast, crew, and teams.

KEY SKILLS

- Efficient coordination of international and local shoots, including travel, accommodation, and logistics
- Extensive experience managing production documentation, including call sheets, finance logs
- Coordination of suppliers, crew, and talent, with a strong understanding of legal requirements
- Managing production timelines, budgets, and schedules
- High-level organisation and attention to detail in all stages of production
- Studio, gallery, and OBs management, adhering to industry guidelines (ASA, Ofcom, HASAWA)
- Scheduling and planning pre-production activities and post-production workflows
- Handling urgent production changes and last-minute adjustments
 - Coordination of casting, talent requirements, and team resources
- Leading, mentoring, and training junior staff and production assistants

PROFESSIONAL EXPERIENCE

Freelance Producer | Seen On TV Ltd | Feb 2024

- Managed technical aspects of live streaming and ensured seamless broadcast operations.
- Engaged with the audience, adjusting content strategy based on performance metrics.
- Implemented creative strategies for improving viewer interaction and retention.

Social Media Manager | Bakehouse Kitchens | Aug - Oct 2023

- Developed and executed a content strategy for Instagram, boosting engagement.
- Fostered community interaction and implemented hashtag strategies for discoverability.
- Managed promotional strategy for NDA clients, maintaining confidentiality.

Producer | Ideal World LTD | Nov 2022 - July 2023

- Coordinated live TV editorial production, collaborating with buying and production teams.
- Ensured all live shows adhered to ASA, Ofcom, and internal regulations.
- Produced 3-6 hours of live content per shift, including broadcasts to ITV1.

Production Assistant | Ideal World LTD | Jan - Nov 2022

- Compiled and managed essential production documents and records.
- Handled logistical planning for live TV production, ensuring operational efficiency.
- Trained new team members and assisted in managing workflow processes.

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Production Coordinator | Entertainment One LTD | May - Oct 2021

- Oversaw logistics and communication for international productions.
- Managed finance logs, call sheets, and travel orders.
- Coordinated overseas shipping and tracking for post-production.

Floor Manager | Ideal Shopping Direct | Various (2016 - 2021)

- Oversaw live studio operations, ensuring safe and efficient show production.
- Trained senior floor managers during a studio merger.
- Managed multiple live show schedules, troubleshooting issues as they arose.

TRAINING & EDUCATION

- Level 5 TEFL (In Progress)
- Red Cross First Aid (2022)
- Mental Health Awareness (2020)
- BBC Academy Production Coordinator Training (2020)
- Nottingham Trent University BA (Hons) Media and Film & TV - First Class Honours