

FRANCESCA CAMPBELL

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Skills

- Multi-project management
- Scheduling & timeline management
- Budgetary building & cost management
- Post-production supervision
- Client liaison & cross-functional collaboration
- Proficiency in Office & iWork suites
- File management
- Natural team player with strong leadership instincts

Qualifications

BSc Business Management with Year in Industry (2012-2016) - 2.1, University of Birmingham

Certificate in Filmmaking (2024), National Film and Television School

Experience

Ignition Creative - Creative Producer (Oct '23 - July '25)

End-to-end delivery of multiple simultaneous creative campaigns, across theatrical, TV, and streaming. Focus on managing workflows, supporting internal teams and maintaining high production standards. Client relationship management and driving efficient internal processes to ensure seamless project execution, as well as being skilled in balancing competing priorities in fast-paced, deadline-driven environments. Recipient of two Golden Trailer Awards.

Silk Factory - Producer (Dec '21 - Oct '23)

End-to-end creative production, project management and delivery, with a strong foundation in strategic campaign planning, client relationship management, and budget oversight. Led cross-functional teams, shaped creative strategy and streamlined workflows through insight-led planning. Recipient of three Golden Trailer Awards.

Once Upon A Time - Account Manager (July '21 - Oct '21)

Led end-to-end management of 360° marketing campaigns, from initial brief through to final delivery. Directed creative ideation sessions and oversaw the full creative development process for Netflix partner acquisition initiatives.

Netflix (Soggy Jam) - Travel & Accommodation Coordinator for 'Persuasion' film (Apr '21 - July '21)

Assisting the production team with all logistics during prep & shooting stages - managing travel & accommodation across the entire 8 week production and multiple locations, dealing with urgent requests, managing ad-hoc requests from On-set and Unit Base and liaising with film producers.

eOne - Film Marketing Coordinator (Aug '17 - Mar '21)

Developed and executed comprehensive film marketing strategies, managing budget planning and spend allocation across multiple projects. Proven ability to coordinate cross-functional teams, and serve as a key liaison for talent and stakeholders.

Universal - Creative Services Graduate Intern (Sept '16 - Jul '17)

Lead the cross-market localisation approvals process in close collaboration with international teams, managing market-specific orders and budgets. Built and maintained detailed trackers to ensure all materials met technical specifications and were delivered on time across multiple territories.

Warner Bros - Creative Services Intern (July '14 - July '15) - Year in Industry

Lead end-to-end 360 marketing campaigns across physical and digital channels, with expertise in artwork approvals, creative asset development, and cross-functional agency collaboration.

Interests & Achievements

Music: Grade 5 in both guitar and piano and currently play for pleasure.

Running: I love running and have signed up for the Richmond Half Marathon in October, in aid of The Lily Foundation.

Baking: I document all my bakes on my Instagram account @the_real_whisk_taker.