

# GENA HOLLYOAKE

## PRODUCTION MANAGER

### A BIT ABOUT ME...

An experienced Production Manager currently looking for her next challenge.

Organised problem solver, with extensive experience including:

- Online, social & digital broadcast & advertising
- Large scale events and outside broadcasts
- Live sport
- International filming
- Documentaries
- Fact Ent
- TV Commercials

### KEY SKILLS

- Production Management
- Post Production Management
- Forecasting & Budgeting
- Sourcing UK & International Crews
- Managing International Filming
- Clearcast trained
- Risk / Health & Safety
- Event & OB Management
- Safeguarding
- Line Management
- Casting & Contracting
- Music / Archive Clearance

### CONTACT DETAILS

Mobile: 07774 647 939

Email: genevien.hollyoake@gmail.com

**\*\*This CV can be kept on file  
for employment purposes\*\***

## RELEVANT EXPERIENCE

### ADVERTISING PRODUCTION MANAGER

Toast TV | August 2024 - Present

- Delivered Toast TV's biggest adverts to date - 3 x TVCs for Hays Travel, which included bespoke studio build and CGI
- Forecast budgets by script and manage said budgets for each production
- Heavily involved in the pitching process to create detailed budgets and present financial information / work flow / schedules
- Create schedules for each project including post production
- Book and contract crew, negotiating rates where required
- Co-ordinate kit hire
- Create call sheets and complete risk assessments for shoots
- Manage the entire post production process - including booking edits, grade and sound + client reviews and sign off
- Fully competent with Clearcast and completed Clearcast training
- Graduated APA Masterclass Course

### BROADCAST PRODUCTION MANAGER

Freelance | February 2023 - August 2024

- Forecast, green lit and managed a range of small, mid and large production budgets
- Contracted crew, negotiated rates and rota'd working schedules
- Oversaw logistics and planning for entire Wimbledon production including over 200 staff
- Managed both host and domestic outside broadcast operations
- Onsite PM for BBC Sport
- Line manager
- Oversaw and signed off all H&S policy
- Re-licensed content, external commissions and ran tender processes for external partners
- Cleared music, archive and copyright for broadcast

Credits Include:

**BBC Sport: Wimbledon 2023 & 2024**

**BBC Sport+ Documentaries: Lionel Messi: Destiny**

**BBC Sport+ Documentaries: How To Win The Ashes**

**BBC Sport: Queens Tennis 2023 & 2024**

**BBC Sport: Eastbourne Tennis 2023 & 2024**

**BBC Education: Teach / 500 Words / Development / Live Lessons**

### PRODUCTION COORDINATOR

Freelance | May 2021 - February 2023

- Arrow International Media: When Sharks Attack 360
- BBC Sports Personality Of The Year
- BBC Sports News
- BBC Studios: Rip Off Britain Holidays
- Arrow International Media: Bodycam EMT
- The Abundance Film: The Abundance Film
- BBC Education: Career Campaigns, Topical, The Regenerators
- BBC Sport: UEFA Euros 2020

### PRODUCTION COORDINATOR

BBC Sport | 2014 - August 2019

- Rio 2016 Olympic Games / Russia 2018 World Cup / NFL Superbowl 2016 / 6 Nations

### EDUCATION

- University of Leeds (2007-2010) BSc (Hons) 2:1 in Human Physiology