

TALIA PARTON

Creative Content Producer at Harrods

CONTACT

Phone: 07436537048

Email: talia.parton@gmail.com

Address: Bristol

Portfolio: taliabrittanycreative.com

ABOUT

Creative Producer with hands-on experience delivering multiple campaigns, editorial content, and social-first projects simultaneously. Skilled in pre-production, on-set coordination (including 2nd/3rd AD duties), post-production, and budget management, while sourcing and styling locations and props. Highly organised and adaptable, with a proven ability to support complex productions from concept to final delivery.

PRODUCTION AND CLIENT SKILLS

- Branded content and commercial production
 - Pre-production, shoot planning, and scheduling
 - Crew, talent, and supplier coordination
 - Location, prop, and product sourcing
 - Client and brand stakeholder management
 - Budget management, production logistics, and raising POs
 - On-set producing, directing, and styling
 - Post-production delivery and approvals
 - Social-first and campaign-led content
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PROFESSIONAL EXPERIENCE

Creative Content Producer | Feb 2024 – Current

Harrods Creative Studio – Food/Home & Lifestyle Team

- End-to-end production and delivery of creative content, including campaign shoots, advertorials, editorial content for Harrods Home Magazine, website features, and ongoing branded social content, with a focus on @harrodsfood Instagram and Home & Lifestyle campaigns.
- Coordinate internal and external creative teams (photographers, videographers, stylists, talent) to execute multiple briefs under tight deadlines.
- Plan and manage shoot schedules, shot lists, call sheets, and production timelines.
- Source and manage locations, props, sets, and styling elements.
- Oversee shoot planning and execution: ideation, mood boarding, storyboarding, styling, and on-set directing.
- Manage budgets, organise payments, and raise purchase orders (POs) to ensure smooth financial and operational workflow across campaigns and productions.
- Manage post-production: video and image editing, sound sourcing, and content scheduling.
- Liaise with external brands and stakeholders for product sourcing and campaign assets.
- Monitor trends and platform performance to guide content direction and maintain relevance.
- Produce social-first content aligned with brand guidelines and customer expectations.
- Ensure brand consistency across all deliverables, maintaining Harrods' luxury visual and tonal identity.

Brand Ambassador – Etro Home | 2022 – 2024

Harrods

Sales Assistant | 2021 – 2022

Sheridan – Australia

Graphic Designer + Sales Assistant | 2021

Tigress Furniture – Australia

EDUCATION

University of New South Wales

Design and Media (PR and Advertising)

Majoring in Graphic Design + Object Design.

Strong foundation in branding, advertising strategy, consumer communications and visual identity development.