

JAMES POOLE

Filmmaker & Director | Sports Documentaries & Branded Content

Location: Mountsorrel, England, UK

Email: james@jamespoole.org

Phone: 07403237287

Website/Portfolio: www.jamespoole.org

PROFESSIONAL SUMMARY

Filmmaker and director specialising in sports documentaries and commercial content for global brands and streaming platforms. Proven track record delivering compelling, character-driven narratives for Prime Video, Nike, Red Bull, and leading sports organisations. Skilled in talent management, creative development, and production leadership across streaming and branded campaigns.

KEY SKILLS

- Documentary directing & storytelling
 - Cinematography - both doc & commercial
 - Talent relations & on-set direction
 - Creative development & pitching
 - Production management & logistics
 - Brand partnerships & sponsorship integration
 - Post-Production skills (Edit, Grade, Sound)
 - Stakeholder management (Broadcasters, Athletes, Brands)
 - International project coordination
-

PROFESSIONAL EXPERIENCE

Director | *Szczęśny* – Prime Video Original
2024–2025

- Directed feature-length sports documentary chronicling the career of FC Barcelona goalkeeper Wojciech Szczęśny
 - Managed talent relations and creative direction across multiple international filming locations
 - Delivered to Prime Video's editorial and technical standards for global distribution
 - Coordinated with high-profile athletes, clubs, and stakeholders throughout production
-

Director | *Born to Be a Wanderer* (4-Part Series)
2021-2023

- Created and directed four-part documentary series following Bolton Wanderers Football Club's dramatic recovery from administration
- Led small production team through high-pressure matchday coverage and exclusive behind-the-scenes access
- Captured emotionally resonant storytelling during club's journey from near-collapse to promotion
- Series went out on clubs channels to high acclaim

Director | *Impossibly Fast* - 25 minutes

2022

- Directed documentary capturing Olympic gold medallist and Ironman World Champion Kristian Blummenfelt's attempt to break triathlon barriers in the Pho3nix Sub7/Sub8 Project
- Managed complex multi-location production across training camps and competition venues
- Delivered high-performance sports content showcasing elite athleticism and human determination

Director | *The Pursuit* - 45 minutes

2018

- Created documentary following Team KGF's (now Team HUUB Wattbike) groundbreaking debut season disrupting professional track cycling
- Developed compelling narrative around underdog team challenging established cycling powerhouses
- Built strong relationships with athletes and team management for unprecedented access

BRANDED CONTENT & COMMERCIAL WORK

Select Brand Partnerships:

- **Nike** – Sports performance and lifestyle - Netball
- **Ineos Grenadiers** - Story and social content
- **Red Bull** – Action sports and athlete-focused content
- **Asics** – Running and endurance sports storytelling
- **Zwift** – Digital cycling platform branded content
- **IWC** – Luxury watch brand collaborations
- **Fabergé** – High-end jewellery campaigns
- **Burberry** – Fashion and lifestyle content

Delivered creative direction, production management, and post-production oversight for multiple commercial campaigns blending cinematic storytelling with brand objectives.

ADDITIONAL INFORMATION

- **Driving License:** Full UK Driving License
- **Travel:** Willing to travel internationally for productions
- **Languages:** English (Native)
- **Equipment:** Canon C500mkii, Sony Fs7 - Lens and lighting packages
- **References:** Available upon request

This CV is current as of February 2026