



LOUISE AMELIA

Creative Producer

About Me

I'm a results-driven creative producer with over 7 years experience in delivering high-profile digital campaigns, branded content and media solutions for global brands such as Google, ITV, Mars, Coca-Cola. I'm skilled in creative ideation, end-to-end project delivery, client services and team leadership across events, film, animation, VFX, CGI and social production. I produce campaigns that achieve measurable results and deliver innovative outcomes - on time, on budget and to the highest creative standards.

Experience

February 2026 APA Masterclass 2026 Graduate

- Advertising Producer's Association 2026 Masterclass - industry-recognized advanced training in commercial ad production, bidding, legal frameworks and agency workflows

Jan '25 - Present Freelance Producer

- Projects include productions for Delorenzi Ltd, London Design Festival, Aspen Insurance, London Theatre 1

Jul - Dec '24 Producer at Studio Hansa

- Led end-to-end film, animation and CGI / VFX projects delivering various production assets, on-time and on-budget
- Integral part of creative ideation for new business - also created and tracked budgets and team resource for high-value projects
- Directed internal creative team and fostered strong relationships with clients, ensuring high client satisfaction
- Contributed to £120k in new business wins within first 3 months via ideation, pitch support and new business best practices

Sep '22 - April '24 Producer at EssenceMediacom

- Produced complex multi-platform campaigns for Google EMEA, delivering 440+ creative assets across digital display, social and video for the high-profile Google Pixel 8 and 8 Pro phone launch
- Produced the award-winning events & experiential campaign: Google Pixel / SportBible / Boxpark / World Cup 2022, which won a Campaign Brand Leadership Award and made Google the '2022 World Cup's Most Viewed Tech Brand'
- Managed client relationships, campaign timelines and budgets with a focus on stakeholder management and client services
- Co-ordinated cross-functional teams to meet tight deadlines for digital project delivery across YouTube, Meta, TikTok, Amazon

CONTACT

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CORE SKILLS

- PROJECT DELIVERY
- COMMERCIAL PRODUCTION
- EVENTS PRODUCTION
- CLIENT SERVICES
- ACCOUNT MANAGEMENT
- STAKEHOLDER ENGAGEMENT
- BUDGET CONTROL
- CREATIVE IDEATION
- CAMPAIGN STRATEGY
- TEAM LEADERSHIP
- INFLUENCER MARKETING
- WORKFLOW OPTIMISATION
- RISK MANAGEMENT / QA
- NEW BUSINESS DEVELOPMENT
- PROFICIENT IN DELIVERING ASSETS THAT ARE FULLY COMPLIANT WITH ALL MAJOR SOCIAL PLATFORMS

EDUCATION

- ADVERTISING PRODUCER'S ASSOCIATION - 2026 MASTERCLASS GRADUATE
- GOOGLE - THE FOUNDATIONS OF PROJECT MANAGEMENT
- THE ETHICS OF AI - UNIVERSITY OF CAMBRIDGE



SYSTEMS & TOOLS

- ASANA
- MIDJOURNEY
- COMVERGENCE
- ADOBE CLOUD
- FRAME.IO
- KROCK
- TRELLO
- FLOAT
- GOOGLE WORKSPACE
- MICROSOFT 365
- CAPCUT
- SLACK
- CANVA
- CHATGPT
- NIELSEN
- DOCUSIGN
- GEMINI

OTHER EDUCATION

- INTERNATIONAL BACCALAUREATE DIPLOMA - HIGH ACHIEVEMENT
- YALE UNIVERSITY - THE SCIENCE OF WELLBEING
- GOOGLE DIGITAL GARAGE - THE FUNDAMENTALS OF DIGITAL MARKETING

May 2020 - Sept 2022 Senior New Business Development at MediaCom

- Produced pitches for high-profile account bids
- Primary contact for clients, pitch teams and external vendors
- Produced marketing collateral, pitch decks and proposals aligned with campaign strategy
- Drove new business reporting via industry analysis tools
- Contributed to account wins over £10m in value during tenure
- Managed the internal collateral hub for over 1,500 employees

Sept 2019 - May 2020 Executive Assistant to CEO at MediaCom

- Supported the CEO of Creative Transformation at MediaCom - diary co-ordination, international travel, stakeholder communications, visa support
- Internal event co-ordination and marketing support

Aug 2017 - Sept 2019 PA to Global Client Leader (Mars and Coca-Cola) at MediaCom

- Managed complex global schedules, budgets and travel for the Global Client Leader and his leadership team
- Full inbox and calendar support, travel arrangements and visa obtaining processes
- Liaised with international markets to support account strategy for two of the agency's largest clients, Mars and Coca-Cola

Aug 2016 - Aug 2017 Front of House Manager at WPP

- Oversaw stakeholder experience at WPP Head Office
- Co-ordinated events, managed external suppliers and all office logistical operations

Oct 2014 - May 2015 Entertainment Host at Royal Caribbean - Sydney, Australia

- Led onboard entertainment programs - guest-facing entertainment role including public speaking, host duties and music performances
 - Managed daily schedule for a team of cruise entertainment staff, allocating resource according to guest needs
 - Team leadership and shipboard training program assistance
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