

# CHLOE SHAW

CREATIVE PRODUCER

## PROFILE

Freelance producer and director who has been producing digital video content for global brands and independent filmmakers for the past 7 years. I am experienced in both production and agency side across short form and long form, branded content, multi-platform campaigns, short films, documentaries and music videos in a variety of countries and in 2022, I was named as one of Pitch Magazine's Super People of the Year for my work on Google.

I have experience handling budgets of all sizes from £5k to £1m and have worked with crews of all sizes. I am confident managing teams and client relationships and handling and scoping projects from initial creative briefing through to development and delivery.

I have a strong passion for film making and bring my heart and smart to every job. I have a wide bank of trusted industry connections and value the craft of curating teams that will bring the right spirit and skillset for each job.

## EMPLOYMENT

### Don't Panic / Freelance Senior Producer (Jan 2023 - Present)

Leading and supporting the development and production of multiple client campaigns including: Shelter Christmas (TV and Digital) Oxfam (TV and Digital) Disaster Emergency Committee (TV, Cinema and Digital) Barnardos (TV, Print and Digital) Trussel Trust (OOH experiential campaign) WaterAid (TV and Digital) and Tearfund (TV and Digital)

### Anomaly / Freelance Senior Producer (Sept 2022 - Dec 2022)

Working across the launch of a multi platform campaign for Cancer Research UK including TVC, radio, digital and print.

### Jellyfish / Senior Producer (Sept 2021 - Sept 2022)

Leading the production of multiple large scale (£150k+) Google UK campaigns as both production and agency producer, working with celebrity talent across multiple platforms as well as kick starting their social media presence with multiple organic productions across YouTube, Instagram and Twitter (£15k+). Also leading the production of various international clients such as Uber Eats and high end car brands such as Aston Martin and Suzuki to produce social content and online web assets for launch alongside their TV ads as well as multiple YouTube Ads for smaller scale clients. Budgets ranging from 5k to 1m. Also setting up efficient production workflows and training sessions as we merged with a larger company with limited production expertise.

### Splash Worldwide (acquired by Jellyfish) / Content Producer (Sept 2019 - 2021)

Working as in-house shoot producer and agency producer on clients such as Nike, Newell, Drive Tribe, Well & Truly and the London theatre production, Singin' In the Rain. I'd often work across multiple projects with quick turnarounds and challenging budgets. Budgets ranged from 5k - 150k.

### Gravity Road / Content Producer (Sept 2018 - Sept 2019)

In-house digital production specialist - also leading multiple digital and shoot productions for the online aspect of the agencies biggest client Sainsbury's and Three.

### Space 66 / Digital Producer / Shoot Producer (June 2016 - Sept 2018)

Working as part of the in house as the production arm at multiple agencies such as Publicis, BETC, Droga5, JWT and more working across clients such as Rimmel, Radox, Kate Space, Unicef and Tourism Ireland which won a Gold Cannes Lion for the work we did in collaboration with Game of Thrones.

### BFI Film Academy / Graduate Producer (Nov 2014 - March 2015)

Selected by a panel to produce a short film in collaboration with ScreenSouth's BFI Film Academy, graduating with a Silver Arts Award.

### Neam TV / Digital Assistant (April 2014)

### Courtyard Studios / Production Runner (March 2014)

### Big Earth Productions / Studio Assistant (August 2012)

## CONTACT DETAILS

07516295318

chloe@itschloeshaw.co.uk

www.itschloeshaw.co.uk

## OTHER PROJECTS

**USA PRO** - Sophie Habboo

**Apple Music** - In Conversation with Burna Boy

**Music Video** - Fatboys Cafe Frankie Stew & Harvey Gunn

**Short Film** - OUT (BFI Funded Short Film)

**Short Film** - SLASH

**Mental Health Campaign** - StayStrong

## DIRECTING WORK

**Google** - Skate Gals & Pals - Branded Content

**Nike** - Move to Zero - Branded Content

**Short Film** - I Am Not My Hair

**Short Film** - It's My House (in development)

## SOME CLIENTS

|              |                 |
|--------------|-----------------|
| Google       | Three           |
| Apple        | Oxfam           |
| Uber Eats    | Rimmel          |
| Aston Martin | Tourism Ireland |
| Suzuki       | Radox           |
| Nike         | Kate Spade      |
| Newell       | Shelter         |
| Sainsburys   | Well & Truly    |
| Barnardos    | DEC             |

## ACCOLADES

**Super Person of the Year 2022** - Pitch Magazine

**Silver Arts Award** - Trinity College

**Webby Awards** - x1

**Kinsale Sharks** - x1 Grand Prix x1 Gold x1 Silver

**Eurobest** - Grand Prix

**D&AD** - Graphite & Brown Pencil

**Creative Circle** - x3 Gold x1 Silver

## EDUCATION

5 A-Levels / 10 GCSE's ranging from A\*-B

BTEC Level 3 Diploma Creative Media Production (Distinction)

## COUNTRIES WORKED IN

|           |           |
|-----------|-----------|
| UK        | Budapest  |
| USA       | Tokyo     |
| Ireland   | Singapore |
| Amsterdam | Israel    |
| Bulgaria  | Australia |
| Kenya     |           |

## REFERENCE

*Chloe is simply the best producer in the industry. I'm sorry to any other producer out there (or the other amazingly talented producers I've worked with). Chloe has been the backbone of productions for Google for the last 2 years. She brings her heart and her smart to every job. Chloe is passionate about change in the industry. She lifts others, empowers them, pushes them to bigger and brighter things. Chloe is a big bundle of joy - which, on some stressful shoots, is the shot of energy you need to get through. I can't wait to see what she does next - and so should you.*

**Paul Hewitt, Global Creative Lead at Deliveroo (ex Google)**