



TAMSIN MACKINNON

EXECUTIVE PRODUCER/DIRECTOR

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I am an award-winning integrated producer/director with over two decades of cross-platform experience, including TVC's content creation, immersive events, experiential, digital campaigns, branding, UX, web and broadcast.

I possess extensive expertise in live activations involving cutting-edge motion graphics. My versatile background spans agency, production house, broadcast, and client-side roles, affording me a deep understanding of strategic objectives, creative positioning and financial considerations.

My proven track record includes orchestrating successful international omnichannel campaigns, product launches, and innovative user experiences. I also have a passion for transforming complex briefs into emotionally resonant content.

My proficiency in emerging technologies and innovative approaches positions me well to generate targeted audience engagement. Additionally, I have a strong track record of managing and mentoring diverse teams, cultures, and budgets.

This multifaceted experience equips me to push boundaries, ultimately driving brand and business success. My core focus centres on innovative visual approaches, prioritising business and brand objectives, making me particularly adept at high-level client and stakeholder management.

AWARDS

Cannes Cyber Lions

Client: Amplifon
Agency: Publicis.
Sapient

ITVX Brand Campaign

Winner of 5 industry awards
Agency: DixonBaxi
Client: ITV

Cisco Best Brand Campaign

London 2012 Olympics
Client: Cisco

Rose d'Or

Best Game Show International King of Sports
Zeppotron/C5

BAFTA

Nominated Show:
N-list
Nickelodeon

CAREER HISTORY

Elite Events, Film South of France (NOV '22 – PRESENT)

Executive Producer/Project Manager

A new production hub; providing overseas agencies with location management and production support for events & filming within Occitanie, Southwest of France.

TopLine Film (JUNE '22 – OCTOBER '22)

The Critical Path to Net Zero, Creative Exec Producer/Director

Led a presenter-driven road trip in Switzerland, delving into the controversial reality of achieving Net Zero targets. Thought leaders, legislators, and adversaries shared concerns about how energy companies implement sustainable energy.

DIXON BAXI/ITV Creative (MARCH '22 – JUNE '22)

ITVX Cross-Platform Brand Launch, Senior Creative Producer/Project Manager

Produced the brand creation of ITVX, a multi-award-winning new streaming platform. Cascaded re-brand personality traits to all ITV Channels: ITV X, 1, 2, 3, 4 & Be.

Awards: *Drum Grand Prix for Design, The D&AD Black Pencil in 2023, The FWA Site of the Day in 2023, The Webby Award for Best Use of Animation, The Lovie Award for Best Brand Experience.*

Media Monks (FEBRUARY '22)

Senior Post-Producer & Int. Delivery Producer

Oversaw CGI "Big Love" Mini Commercial production at ManvsMachine post house.

AURA WORLDWIDE/ Royal Commission Saudi Arabia (DEC '21 – FEB '22)

AlUla Moments, Saudi Arabia, Creative Director/Exec Producer

Based in Saudi Arabia, I worked with the Royal Commission to produce the digital elements of the three-month, diverse festival held in the remote oasis of AlUla. The festival encompassed unique events, including music concerts, cultural celebrations, and novel art installations. My work involved developing complex interactive experiences, brand activations, creating content which showcased cultural narratives

CLIENT LIST

AGENCY'S

Publicis
BBDO
Ogilvy

CHANNEL'S SKY

CHANNEL 4
FIVE
CNBC

Discovery
Cartoon Network
Nickelodeon
MTV
ITV

BRANDS

Guns'n'Roses
The Sun
The Times
News UK

Harper Collins
G.E
Unilever
Nespresso

UFC
Canon
Lloyds Bank
RBS
Nationwide

Morgan Stanley
Halifax
HSBC
Amplifon

Lufthansa
Bang & Olufsen
Bose
Samsung

EE
BMW/Mini
Virgin Media
Molton Brown

Pandora
Guinness
Audi
Cisco

London 2012
RC Saudi Arabia

Philip Morris International (MAR 2021 – DEC 2021)

"A Smoke-Free Future" Creative Producer/Director

Oversaw the creative team in developing and executing omnichannel content, experiential events, streaming, and branding for the "A Smoke-Free Future" initiative.

SAGE (AUGUST 2019 – JANUARY 2020)

Senior Creative Producer/Director

Headed an interactive digital product client-side, taking charge of the project from concept to execution. Translated complex products and services into compelling creative content aimed at establishing personal connections with consumers.

PUBLICIS.SAPIENT (MAR 2018 – JUNE 2019)

Senior Creative Producer

Worked on cross-channel brand campaigns, activations, experiential events, apps, AI, web, UX, OOH, digital, film, and design for clients including Unilever, Bose, Morgan Stanley, Lloyds Bank, Lufthansa, HSBC, Bang & Olufsen, Halifax, and Amplifon.

Amplifon received the Cannes Cyber Lions award for Healthcare Tech Innovation.

NEWS UK (APRIL 2017 – FEBRUARY 2018)

Acting Head of Creative Media

Managed multiple productions and live events, including studio and location shoots for events, digital, and broadcast such as Sky Women's Sports Awards, The Times "Trump Debate", Game of Thrones launch. Produced daily live streaming, celebrity chat shows, music performances, live news feeds, podcasts, and radio commercials.

MACKINNON MEDIA (2015 – PRESENT)

Creative Producer/Director

Produced digital and commercial content and events for clients including Canon, CNBC, Sky, Davos, and other independent clients.

STING MEDIA (MAY 2014 – MAY 2015)

Creative Producer/Director

Led the production team in creating branded content, experiential live events, and advertorials for clients including Canon, BBDO, Ogilvy, Undercurrent, Samsung, EE, Pandora, Oude Meester (featuring Idris Elba), Guinness, and London Fashion Week.

CISCO CREATIVE SERVICES EMEAR (NOV 2009 - MAY 2014)

Creative Director

Headed the creative services department for live activations, global events, branded content, commercials, London 2012 Olympics partnership hub, and commercial activations.

Best Brand Campaign Cisco Global award for London Olympics "Brilliant Futures."

FREELANCE TELEVISION SERIES DIRECTOR/PRODUCER (2000-2009)

Britain's Next Top Model, International King of Sport, Extreme Make-over, The New Paul O'Grady Show, Black Eyed Peas, Celebrity Shares, Jamie Oliver, Comic Relief, Lights, Camera Accident, Ban this Filth, Sky Active, The Cuban Brothers, Celeb Air, MTV Awards,

MTV (2009)

Crash My Bash featuring Black Eyed Peas, Director

Directed a pilot for MTV following a day in the life of the Black Eyed Peas in concert, including interviews, live performances, and the star-studded after-party.

NICKELODEON (APRIL 1999 – NOV 2000)

Production Manager, Studio Producer, location Director

Live global events, studio shows, scripted series, MTV Award, music performances, location shoots, production & talent management

QVC THE SHOPPING CHANNEL (SEPT 1996 – APRIL 1999)

Promos & Events Producer/Director

Produced & directed promos and live studio shows and events.

DISCIPLINES

Multi-platform
Producing

Content creation

Content Strategy

Film Directing

Experiential

Immersive Events

Live Events

Live Broadcast

Live Streaming

AI

UX

Design
development

Science & Big
Tech messaging

Branding

Client
Management

Live Broadcast

Digital

Localisation

Radio Ads &
Trafficking

Talent Direction

Pitching

Development

Budgeting

Production & Project
Management

Creative Direction

Animation Directing
(Cinema 4D & AE)

Edit Producing

Global Campaign

TVC

Branded Content

Scriptwriting

Storyboarding

Overseas Filming