

TAM SIN MACKINNON

SENIOR PRODUCER

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OVERVIEW

Award-winning Senior Producer with over 25 years’ experience delivering short-form, social-first and integrated campaigns for global brands, agencies and broadcasters. Skilled in content production, brand storytelling and creative strategy – with a track record across agency, in-house and broadcast environments.

Experienced in both Agile and traditional production workflows, leading cross-disciplinary teams across live-action, post-production and VFX. Recognised for client management, collaboration and hands-on creative direction from concept to completion, delivering content for web, app and broadcast platforms

AWARDS

ITVX Brand Launch
5 Industry Awards -
DixonBaxi /
ITV Creative

Cannes Cyber Lions
Amplifon – Publicis
Sapient

Cisco Awards
Best Global Brand
Campaign –
London Olympics

Rose d’Or
Best Game Show –
International King of Sport

SELECTED CREDITS & PRODUCTIONS

ITVX Brand Launch – DixonBaxi / ITV Creative (*multi-award-winning rebrand*)
MINI “Big Love” CGI Campaign – Media Monks (*VFX-led global commercial*)
Oude Meester Idris Elba Campaign – Sting Media (*tour visuals & broadcast assets*)
Experience AIUla – Royal Commission of Saudi Arabia / Aura Worldwide (*cultural campaign*)
Cisco – London 2012 Olympics (*Best Global Brand Campaign*)
Lloyds Banking Group Hackathon – Machine Learning / Publicis Sapient
Sportswoman of the Year Awards – Sky (*live broadcast event*)
Britain’s Next Top Model – Fremantle Media (*broadcast format production*)
The Times Trump Debate – News UK (*live-streamed political debate*)
London Fashion Week – Canon (*branded content & event coverage*)
Guns N’ Roses World Tour Visuals – Creative Army (*VFX & show visuals*)

CAREER HISTORY

SABBATICAL / CREATIVE PROJECTS

Jan 2023 – Present

Planned sabbatical focused on creative development – combining art therapy studies, creating mixed-media artwork and property renovation while building the foundations for a filming and events venture in the South of France.

DIXONBAXI / ITV CREATIVE – ITVX Brand Launch

Senior Producer – 2022

Produced the ITVX brand launch, cascading rebrand personality across ITV 1–4 and Be. Delivered short-form and social-first campaign content. Winner of five industry awards.

MEDIA MONKS – MINI “Big Love” CGI Commercial

Senior VFX Producer – 2022

Led client management and delivery for MINI’s global “Big Love” campaign, overseeing CGI and VFX pipelines across multiple markets. Produced broadcast and online versions for international distribution, managing ad trafficking, platform delivery and regional compliance through Clearcast and global ad-serving systems.

TOP LINE FILMS – Driving the Future: The Critical Path to Net Zero

Executive Producer – 2022

Produced documentary exploring innovation and sustainability on the path to net zero. Led creative development and content production across long-form and digital formats.

CLIENT LIST

Brands

Amplifon
Audi
BMW / MINI
Bose
Canon
Cisco
Davos
EE
General Electric
Guinness
Halifax
Lloyds Bank
London Olympics
Lufthansa
Molton Brown
Morgan Stanley
Nationwide
Nespresso
News UK
NHS
Pandora
RBS
RC Saudi Arabia
Samsung
The Sun
The Times
UFC
Unilever
Virgin Media

Agencies

Publicis
BBDO
Ogilvy

Channels

Channel 4
CNBC
Discovery
FIVE
ITV
Living TV
MTV
Nickelodeon
Sky
QVC

AURA WORLDWIDE / ROYAL COMMISSION, SAUDI ARABIA – Experience AIUla

Executive Producer – Dec 2021 – Feb 2022

Produced integrated marketing and content promoting Saudi Arabia as a global destination. Delivered film, events and launch assets for concerts and major cultural projects.

PHILIP MORRIS INTERNATIONAL

Creative Producer / Project Manager – Mar 2021 – Dec 2021

Led creative team developing content strategy, pitches and edit-producing for global audiences. Delivered live-action and digital content across multiple platforms.

GUNS N' ROSES: World Tour Visuals – Creative Army

VFX & Show Visuals Producer – 2020

Produced large-scale concert visuals, advertising and social content for Guns N' Roses' 2020 World Tour. Scoped and managed creative development, budgeting and delivery for immersive VFX-led screen content, including pitch work for the Super Bowl showcase.

SAGE

Creative Producer / Project Manager – Aug 2019 – Jan 2020

Produced interactive product tour for Caterham Cars Championships at Brands Hatch. Managed concept, direction and digital integration through to delivery.

PUBLICIS SAPIENT

Senior Producer / Production Lead / Project Manager – Mar 2018 – Jun 2019

Delivered social-first campaigns and immersive events for brands including Unilever, HSBC, Bose and Amplifon. Produced digital builds and creative assets for web, app and integrated platforms, leading cross-disciplinary teams through Agile sprint workflows. *Amplifon* campaign won a Cannes Cyber Lions award.

NEWS UK

Acting Head of Creative Media – Apr 2017 – Feb 2018

Oversaw broadcast and digital productions including *Sky Women's Sports Awards* and *The Times Trump Debate*. Managed live streams, celebrity chat shows, podcasts and radio content.

STING MEDIA

Creative Producer / Director – May 2014 – May 2015

Directed branded content and experiential events for Canon, Ogilvy, Samsung, EE, Pandora and Guinness. Produced celebrity-led campaigns including Idris Elba for *Oude Meester*.

CISCO CREATIVE SERVICES EMEAR

Creative Director – Nov 2009 – May 2014

Led creative services delivering branded content and commercials including *London 2012 Olympics* live streaming. Produced *David Beckham Talks to the World* (Cisco / Yahoo partnership), a live global Q&A integrating broadcast and social streaming. Developed integrated campaigns linking web, broadcast and social media. Winner: *Best Global Brand Campaign (Olympics 2011)*.

EARLY CAREER – Television Senior Producer / Director

Various broadcasters: BBC, ITV, Channel 4, FIVE, Sky, QVC, MTV, Nickelodeon, CNBC. Ten years across genres including Entertainment, Current Affairs, Kids, Music and Comedy.

Nomination: *Kids BAFTA, N-List (Nickelodeon)*.

Full broadcast credit list available on request.

SKILLS & EXPERTISE

Creative & Strategic

Art direction

Brand storytelling

Campaign planning

Content strategy

Creative direction

Creative strategy

Integrated production

Overseas production

Scriptwriting

Storyboarding

Production & Technical

Animation direction

Edit producing

Experiential

Global events

Immersive media

Integrated campaigns

Live action filming

Live streaming

Multi-camera

Post-production

VFX / CGI

Management &

Workflow

Agile workflow

Budget control

Client liaison

Logistics

Mentoring

Production management

Project management

Sprint delivery

Team leadership