# Tamsin Mackinnon

## Executive / Senior Producer

Brand · Motion · CGI · Integrated · Film


| BASED | PHONE | EMAIL | LINKEDIN | WEBSITE |
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### OVERVIEW

**Award-winning Executive / Senior Producer with a sharp design eye, strategic mindset and hands-on approach to execution.**

I bring creative and production thinking together. My work spans motion, CGI, film, integrated campaigns and live events. I draw on 25+ years of production experience across broadcast, agency and client-side teams, working internationally for global clients.

I translate between clients, designers and technical teams, aligning priorities and making clear decisions about scope, resources and budgets. I build the systems that keep complex projects moving, from single films to launches of hundreds of assets, while protecting the creative idea.

### CLIENTS & PARTNERS

**Brands & clients** · Amplifon · Audi · BMW / MINI · Bose · Canon · Cisco · EE · Experience AlUla · Guinness · Guns N' Roses · Halifax · HSBC · ITV · Lloyds Banking Group · London Olympics · Lufthansa · Molton Brown · Morgan Stanley · Nationwide · Nespresso · News UK · NHS · Pandora · Philip Morris International · RBS · Royal Commission for AlUla · Sage · Samsung · Sipsmith · Sky Sports · UFC · Unilever · Virgin Media

**Studios & agencies** · BBDO · DixonBaxi · Media.Monks · ManvsMachine · Ogilvy · Publicis Sapient · Sting Media · Creative Army · Aura Worldwide · Top Line Films

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

### SELECTED CREDITS

#### Brand Identities, Motion & CGI

**ITVX Launch**
**Senior Brand Producer | DixonBaxi / ITV Creative**
Produced the ITVX launch within ITV's wider rebrand, coordinating delivery of hundreds of assets. Also produced and negotiated the ITVX sonic ID.

**MINI "Big Love" CGI Campaign**
**Senior CGI Producer | Media.Monks / ManvsMachine**
Led final-phase CGI production, aligning agency, studio and client teams. Managed retouching, versioning, Clearcast and international ad-serving.

**Guns N' Roses World Tour Visuals**
**VFX & Show Visuals Producer | Creative Army**
Produced large-scale CGI and animation for stadium performance, coordinating capture, rigging, animation, lighting and compositing.

#### Integrated Brand Experiences

**Experience AlUla**
**Executive Producer | Aura / Royal Commission for AlUla, Saudi Arabia**
Established production for an integrated film, CGI and live-event cultural campaign, with hubs across Europe and the Middle East.

**Publicis Sapient Brand & Digital Portfolio**
**Senior Producer / Production Lead / Project Manager**
Campaigns and digital experiences for Lloyds Banking Group, Halifax, Lufthansa, Morgan Stanley. The Amplifon project spanned CGI, film, web and app builds and won two healthcare awards.

### SELECTED AWARDS

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|---|---|---|
| **Digital Impact Awards 2019** | **Gold** | App & Product Launch · Publicis Sapient · Amplifon |
| **The Drum DADI Awards 2019** | **Winner** | App & Product Launch · Publicis Sapient · Amplifon |
| **Promax Europe 2023** | **Gold** | ITVX Launch · DixonBaxi · ITV |
| **Creativepool Annual Awards 2023** | **Silver** | ITVX Sonic Identity · The Futz Butler / DixonBaxi · ITV |
| **Brand Impact Awards 2022** | **Silver** | MINI Editions · ManvsMachine / Media.Monks · BMW |
| **Rose d'Or (Montreux) 2003** | **Bronze Rose** | International King of Sports · Endemol UK · FIVE |

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## SELECTED CREDITS

### Integrated Brand Experiences - continued

**Canon Campaigns, Launches & Live Events**
**Producer / Director | Recurring client relationship**
Long-term production and direction across campaigns, launches and London Fashion Week content.

**Philip Morris International · Global Studio**
**Creative Producer / Director / Project Manager | Philip Morris International**
Produced multiple global campaigns for the company's transformational rebrand, managing cross-platform content across live action, motion graphics and digital from concept to worldwide delivery. Translated complex briefs into clear content, managing reviews and versioning across stakeholders and editors.
Thought-leadership films on the move to a smoke-free future were shown at Davos and other policy events.

### Live, Music & Entertainment

**UFC**
**Senior Producer | Sting Media**
Live studio show, event coverage, social content and short-form video.

**London 2012 Olympics Campaign**
**Creative Producer / Director | Cisco Creative Services**
Led creative and production for campaign films, motion content and live streaming. Awarded Gold for Best Global Brand Campaign for Brilliant Futures.

**David Beckham Talks to the World**
**Creative Producer / Director | Cisco / Yahoo**
Produced a live global Q&A connecting talent and audiences through broadcast and social streaming.

**Black Eyed Peas · Crash My Bash**
**Director | Bwark / MTV**

**Sky Sportswoman of the Year Awards / News UK**
**Acting Head of Creative Media | News UK**
Oversaw live broadcast and digital production including Sky's sports awards and The Times Trump Debate.

### Branded Film & Documentary

**Oude Meester with Idris Elba**
**Producer / Director | BBDO / Sting Media**
Directed talent-led branded content and produced multi-platform campaign films. Wider Sting Media work included Canon, Samsung, EE, Pandora and Guinness.

**Driving the Future: The Critical Path to Net Zero**
**Executive Producer / Director | Top Line Films**
Produced and directed an international sustainability documentary across Switzerland, France and Germany.

### Broadcast Production & Direction

**Series Producer / Director · Live, Studio, Outside Broadcast & Location**

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|---|---|
| **Britain's Next Top Model** | Producer / Director · Thumbs Up / Living |
| **International King of Sports** | Series Director · Endemol / FIVE |
| **The Paul O'Grady Show** | Commercials Producer / Director · Olga Productions / Channel 4 |
| **Jamie Oliver: How To Cook** | Senior Producer / Director · Olga Productions / Channel 4 |
| **Ban This Filth** | Series Director · Zeppotron / Channel 4 |

Full credit list available on request

## CREATIVE PRACTICE

Ongoing professional development in creative thinking, psychology and collaborative practice, bringing a more considered approach to team leadership, problem-solving and the way projects are structured and delivered.

**Creative Therapy Practitioner Certification** · Accredited CPD: creative therapeutic practice, psychology & reflective practice

**Creative Health Foundations · Arts & Health Hub** · Creative practice, team development & project management

**Custō · Independent Platform Development · 2023 - Present**
Creation and ongoing development of a new design-led customisation platform, rethinking how customers personalise and create products online. The project brings together e-commerce, user experience, production systems and emerging AI tools, with a focus on making customisation more intuitive, creative and scalable.

## TOOLS & WORKFLOWS

**Production & collaboration** · Frame.io · Smartsheet · Slack · Google Workspace · Microsoft 365

**Creative & post pipelines** · Figma · Adobe Creative Cloud · After Effects · Cinema 4D · Houdini · Unreal Engine · Flame · Nuke · DaVinci Resolve · Pro Tools

**Delivery & platforms** · Clearcast · Adstream · Broadcast · Digital & social · Web & app · DOOH & OOH · Print · Live & experiential · Multi-market versioning