

Alex Hughes

Producer

PROFESSIONAL BIOGRAPHY

I'm a Producer with experience working across major national and global campaigns for high-profile brands including Autotrader, adidas, New Balance, and Porsche. I'm a dedicated and detail-oriented producer, comfortable managing multiple projects, working from pre-production through to post-production and delivery. I'm drawn to the planning and problem-solving involved in pre-production, with a keen interest in production coordination and management. I'm eager to build on my experience, take on new challenges and continue developing my skillset.

WORK HISTORY

Producer / Assistant Producer | IMA (Agency)

March 2024 - Present

Promoted to Producer in March 2026

- Managing multiple productions simultaneously, from briefing to delivery
- Ownership of production across key client accounts, such as Autotrader, Galderma, and YBS.
- Led campaigns with deliverables such as TVCs, Social Content, Stills, Radio, OOH & DOOH, motion graphics pieces, and animation.
- Led IMA's largest shoot production to date.
- Production management including logistics, scheduling, casting, crew hire, budgeting, contracting, POs, invoices and expenses.
- Post-production management across stills, edit, motion graphics and animation, both internally and utilising external suppliers.
- Supporting and developing Assistant Producers and Production Assistants.

Producer / Assistant Producer | Freelance

September 2022 - March 2024

- Produced and assisted on a range of projects across different formats and platforms, including micro-documentaries, live streams, music videos, events and large-scale social campaigns.
- Worked with clients including Porsche, PlayStation, Mastercard, The Telegraph and The Set Collection.
- Worked on international productions across France, Germany and Italy
- Primarily worked as a shoot producer, managing all aspects of pre-production, and overseeing production on set.
- Worked closely with clients, directors and Heads of Department to solve creative and practical challenges and deliver successful productions.

Production Assistant / Runner | Freelance

September 2019 - December 2023

- Worked as a Runner and Production Assistant alongside studying at university.
- Supported a variety of productions, including TVCs, live streams, broadcast drama and entertainment.
- Worked with major broadcasters including the BBC, Channel 4 and ITV.
- Supported production teams across pre-production and on-set, carrying out a wide range of runner and production assistant duties.

Production Assistant / Intern | Anattic TV (Production House)

January 2018 - September 2019

Promoted to Production Assistant in July 2018

- Joined as an Intern while studying at college, and was promoted later that year.
- Built a strong foundation in production, learning the day-to-day processes and responsibilities involved in supporting shoots and production teams.
- Supported production across advertising, social content, music videos and documentaries.
- Worked on projects for clients including Ellesse and Mastercard.



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London & Manchester Bases

KEY SKILLS

- Production Management
- Budget Management
- Scheduling, Risk Assessments, Casting, Call Sheets
- Project Management Software (Synergist, TeamGantt)
- Production Co-ordination
- Shoot Logistics & Travel
- Set & Crew Management
- Contracts & Invoicing
- High-Profile Talent Management
- Camera & Lighting Equipment (FS7, FX9, C100)
- Post-Production Management
- Post-Production Delivery (Clearcast, Radiocentre, Caria, Audiotrack)
- Adobe Creative Suite (Premiere Pro, Photoshop, Lightroom)
- Clean Driver's Licence

EDUCATION

Royal Holloway, UoL

2019 - 2022

BA (HONS) Film, TV & Digital Production
Upper Second-Class Honours

The Manchester College

2017 - 2019

Media Prod. & Tech. - TV & Film Production
UAL Level 3 Extended Diploma - Distinction

Buxton Community School

2011 - 2016

GCSEs

11 GCSEs (A* - C, including English & Maths)

ADDITIONAL QUALIFICATIONS

First Aid Trained

2024

Qualsafe Level 3 Award
Emergency First Aid

Select Freelance Work

Assistant Producer JD Club Kings (Livestream) JD Sports Managed the location, ensuring it was set and ready for filming. Instructed both the local camera crew and talent, successfully dialling into the livestream from the location in Turin, allowing the talent to communicate with hosts and talent live-streaming from London.	Oct 2023
Producer The Set Hotels (Advertisement) The Set Collection Led production for social campaigns across two locations in the UK and France, performing tasks including sourcing crew and kit, budget management, client liaison, risk assessments, scheduling and arranging travel. Whilst on set, duties included assistant directing, assisting in rigging and de-rigging and set management.	Jun - Sep 2023
Assistant Producer Playstation UCL Draw Livestream (Livestream) Playstation Assisted with location recces, risk assessments, insurance and budget management. Created and distributed call sheets and schedules, and ensured the team ran efficiently on set. Arranged catering and managed the livestream team and delivery.	Oct - Nov 2022
Assistant Producer NB Dizzy Heights Campaign (Advertisement) New Balance Worked across the campaign, shot in France, Germany and the UK, working closely with high-profile talent and ensuring confidentiality protocols were adhered to. Managed public access around active shoot areas and liaised with the agency to coordinate props, set dressing and advertising requirements.	Aug 2022
Producer Telegraph Extra Presents: Sir Antonio Pappano & Danielle de Niese (Music Video) The Telegraph Organised the shoot throughout pre-production, liaising with the recording studio, client and crew. Managed the set and ensured all elements of the shoot ran smoothly, coordinating crew and logistics and resolving any issues on the day.	Sep 2022
Assistant Producer Porsche x Fuchs (Advertisement / Micro-Doc) Porsche Created and distributed call sheets and schedules, assisted with location recces and ensured schedules were adhered to. Arranged catering, liaised with kit suppliers and ensured all safety protocols were followed.	Sep 2022
Production Assistant Vogue: 24 Hours with Zhou Xen Vogue Assisted with locking off sets and ensuring locations were clear. Assisted with set-ups and de-rigs, as well as ensuring the crew were catered for.	Dec 2023
Runner Emmerdale ITV Assisted 3rd ADs and the AD department with supporting artists, ensuring they knew where they needed to be and what they were doing. Ensured all required checks were carried out by hair and makeup.	Sep - Oct 2023
Runner Noon (Advertisement) Noon Assisted the camera and art departments with set-ups and de-rigs. Ensured the crew were catered for and that all on-set personnel were supplied with tea, coffee and refreshments.	Sep 2023
Production Runner Kidnapped (Drama) BBC Three Assisted with organising and distributing sides to those on location. Assisted with updating cost spreadsheets and carrying out general office administration.	Jun 2023
Production Runner The Great Auction Showdown with Paul Martin (Entertainment) Channel 5 Ensured location release and contributor release forms were signed and assisted with set-up.	May 2023
Runner Dance Passion (Documentary) BBC Four Supported the Camera department and DoP with set-ups and de-rigs, and operated a B camera to capture footage.	Dec 2022
Runner Queens of Pop: Aretha to Whitney (Documentary) Channel 5 Supported the well-being of talent and crew, and sourced hard drives for the DIT.	Aug 2022
Runner Panorama: The Billion-Pound Savings Scandal (Documentary) BBC One Supported the Director/DoP with camera set-ups and de-rigs, and assisted with arranging transportation requirements.	May - Jun 2022
Production Assistant Playstation House UCL - Paris Playstation Assisted with rigging and de-rigging, ensuring catering was delivered on time and to the correct location. Relayed messages between HODs and agency/client teams.	May 2022