

ANWEN SHEPPARD

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ABOUT

Experienced Creative Producer with expertise in leading global creative operations and delivering high-impact campaigns for top-tier brands across multiple industries. Skilled in managing end-to-end production lifecycles, optimizing workflows, and ensuring seamless project delivery while balancing creative vision with operational precision. Proven ability to lead cross-functional teams, collaborate with stakeholders, and localize campaigns for diverse global markets, ensuring high-quality results within tight timelines and budgets.

EXPERIENCE

Freelance Producer | Anwen Elizabeth – Global and Diverse Production Projects for Clients | 2023 - Present

- Produced high-impact video, photo, and digital campaigns for global clients spanning industries such as food, luxury, corporate, travel, products, tech and events.
- Designed and executed live-streaming strategies, ensuring technical excellence and audience engagement.
- Managed projects from briefing to delivery, leading multidisciplinary teams and managing client relationships.
- Managed projects efficiently, delivering on time and within budget across varied production scales.
- Collaborated with diverse internal and external stakeholders, including global teams, agencies, and freelancers, to drive seamless execution and ensure alignment across international markets.
- Coordinated collaboration across designers, marketers, and production teams for seamless campaign execution.

Freelance Producer | NaF+ | 2023 - 2024

- Managed large-scale productions in Saudi Arabia and Europe, creatively adapting to evolving challenges.
- Oversaw production logistics, including crew, schedules, equipment, and locations.
- Gained expertise in regulations, environments, and cross-cultural communication in the Middle East.
- Produced high-value, innovative content reflecting NEOM's futuristic vision.
- Cultivated and managed key client accounts, driving growth, trust, and alignment with company goals.

Producer | VanMoof | 2021 - 2023

- Produced innovative digital, video and photo across global markets such as Europe, the UK, USA, and Taiwan.
- Developed and managed pitches, budgets, schedules, and global resources, ensuring timely execution.
- Managed pre-production, shoots, and post-production, delivering quality content across platforms.
- Handled product logistics, ensuring assets were ready, maintained, and transported efficiently for shoots.
- Streamlined communication to deliver creative projects on time and budget with high production values.

Producer | Monks | 2020 - 2021

- Spearheaded the creation and localisation of digital assets for global brands across tech and pharma sectors.
- Managed international productions in the Netherlands, Ukraine, and Argentina.
- Delivered digital campaigns, adapting content for diverse markets in Europe, the Americas, and Asia.

Producer | Trivago | 2018 - 2020

- Produced and localised global 360° marketing campaigns to enhance brand reach.
- Cast and directed voiceover artists for multiple language adaptations, ensuring cultural relevance and quality.
- Collaborated with analytics teams to track content performance and KPIs, applying insights to refine strategies.
- Pitched successful creative concepts to stakeholders, maintaining alignment with corporate objectives.
- Managed substantial production budgets, ensuring cost-effectiveness and meticulous financial reporting.
- Optimised TV spots into high-impact digital ads for Times Square, boosting visibility and engagement.
- Crafted scripts and transcreated content to engage diverse audiences while preserving the core message.

Producer (Freelance) | Silver Bullet | 2017 - 2018

- Coordinated production across short documentaries, TV ads, live music, and branded content.
- Conducted research and interviews to uncover compelling human-interest stories for documentary projects.
- Scouted and secured locations, navigating licensing agreements and compliance requirements.

Production Coordinator and Post Production Coordinator | ITV | 2018

- Facilitated logistics for "Britain's Best Junior Doctors" studio gameshow, ensuring smooth on-set operations.
- Managed logistics and legal agreements for A-list interviews on "Piers Morgan's Life Stories."
- Organized VT shoots in the UK and USA, streamlining processes to meet production timelines.
- Completed all post-production paperwork for delivery to Discovery using Silvermouse and Discovery Portal

Producer (Freelance) | Silver Lining Films | 2018

- Stand Up To Cancer: Canoe Challenge, a Political Party Broadcast, and a news shoot in India.

Production Coordinator (Freelance) | Blast! Films | 2017

- Organised large scale production for live broadcasting on location working with public and rescue animals

Production Coordinator | Comic Relief | 2015 - 2017

- Coordinated shoots across Europe, Africa, the Caribbean, and Oceania, adapting to diverse challenges.
- Managed the production of documentary, comedy, and online genres, with high-profile talent.
- Completed BBC post-production paperwork, ensuring editorial and archival compliance.

Production Manager | Bold Content | 2014

First Assistant Director | Vision Productions | 2014

Production Coordinator | Bold Content | 2013 - 2014

Broadcast Assistant | WTV Perth | 2011

EDUCATION

University of Surrey | Bachelor of Arts in Media Studies, 2:1

Certifications: Security Awareness/High Risk Training (ILS) + Emergency First Aid at Work

SKILLS

Languages: English (Native), British Sign Language (Intermediate to Advanced).

Tools: Monday.com, Asana, Silvermouse, Discovery Portal, Slack, Jira, Trello.