

# NATHAN THEYS

**Producer (TVC, Broadcast, Socials, Bidding)**

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*As a Producer with over 8 years of experience, I have led production teams of up to +-50 people, managing budgets as little as £5K to up to £1 million. My recent project I produced content for Co-Op (FOOD) with Big Zuu as our celeb. At McCann World Group Craft London, I worked on multiple productions simultaneously producing sometimes five to seven productions at a time collaborating with creative teams, clients, budget handlers and talent. Throughout my career, I've used my skills to ensure seamless project execution, from pre-production to final delivery, consistently meeting client expectations and maintaining budget control and protecting the companies revenue. As to my own initiative I launched the Craft Academy at McCann London, demonstrating my leadership in mentoring and developing new talent.*

## RECENT EXPERIENCE

### NET-A-PORTER – THE OUTNET – LONDON

**Freelance** | June 2025 – present

### McCANN WORLD GROUP CRAFT LONDON

**Producer** | June 2019 – Aug 2024

### RESPONSIBILITIES:

- *I used advanced management skills and budgeting skills (using excel and smart sheets) to oversee allocated budgets for productions up to £1 million for pitches.*
- *Meticulously I planned and scheduled production stages (using powerpoint and excel systems) in partnership with clients and account teams to reach their requests and deadlines.*

- *I collated information from all teams to develop and lead Pre-PPM and PPM meetings for clients, creatives and the accounts team (using powerpoint, excel and adobe premier systems)*
- *I made sure that the creative and accounts teams were aligned to shape decks and concepts.*
- *With my management skills I supervised castings (using powerpoint and excel systems) with casting agencies and casting directors using the brief from creatives. I then created a deck to pitch talent to the clients and creatives.*
- *Secured competitive crew, production, and location rates to maintain budget control.*
- *Directed all production stages, including NDA management, insurance, talent agreements, and client needs.*
- *Collaborated with the post-production team to guarantee timely delivery of TVC and social media content.*
- *Delivered live stream videos (using teams, OBS and other platforms) and executed talent contracts.*
- *Ensured 100% accurate budget reconciliations.*

#### **Key Projects and Clients:**

- *The Co-Op – Big Zuu's Christmas Campaign (Talent: Big Zuu) (Agency – Mullen Lowe IPG Studios) (FOOD)*
- *Just Eat – UEFA Just Eat Football (Agency – McCann London, Craft London) (FOOD)*
- *L'Oréal Paris – Sunkisser Blush (Talent: Grace Larry) (Agency – McCann London, Craft Spain) (COSMETICS)*
- *L'Oréal Paris – Revitalift (Talent: Dr Ophelia ) (Agency – McCann London, Craft London) (COSMETICS)*
- *Mastercard – Save the Children (Talent: Jordan Henderson, Alvaro Morata, Giorgio Chiellini) (Agency – McCann London, Craft London) (CHARITY)*
- *Sky – Sky Adsmart Gaming (Talent: David Beckham) (Agency – McCann London) (TECH)*
- *Just Eat – UEFA Just Eat Football (Agency – McCann London, Craft London) (FOOD)*
- *Akzo Nobel – Cuprinol, Dulux, Sikkens (Agency – Ogilvy, McCann London) (PAINT)*
- *Microsoft Biotopes and Clifton Coffee – Save the Children (Agency – McCann London, Craft NY and Craft London) (TECH)*

## Other Clients

*Verizon, Reckitt (Dettol, Nurofen), Mr Kipling, TSB Bank, Ogilvy, Mullen Lowe, Boots, Brit Awards, COP26 Dettol, Waldo, Mastercard Cannes, Phoenix, Trade Desk, The Woman's Association, Red Points, Century Media, Northern Music, Dell Solutions, Kayak Productions, Sainsbury's, O2 Wireless, Barbican South London Gallery, Spring Studios, Hogarths, Soap and Glory, Wella, Access All Areas, Euro Car Parks, Sharky and George, Lego Land, Quintessentially*

## VIRTUAL PRODUCTION AS PRODUCER

- *Mastercard – Save the Children TVC (Talent: Jordan Henderson – via Liverpool)  
Agency - McCann London*
- *Mastercard – Save the Children TVC (Talent: Alvaro Morata – via Barcelona)  
Agency - McCann London*
- *Mastercard – Save the Children TVC (Talent : Giorgio Chiellini) - via Los Angeles  
Agency – McCann London*
- *Microsoft Teams – Biotopes TVC – via France - Agency – McCann London*
- *Microsoft Teams – Clifton Coffee TVC – via Bristol - Agency – McCann London*
- *L'Oréal – TVC (Talent: Gemma Chang) (Agency – McCann London, Craft London, Loreal Paris)*
- *Yes and Summit – Virtual Conference. McCann World Group first ever online virtual conference.*

## LEADERSHIP SKILLS

- *I initiated, launched and spearheaded the Craft Academy at McCann London.*
- *I work well under high pressure and I can make the production team feel relaxed and the production team feel that they are working in safe hands.*

## SELECTED WORKS (MORE EXAMPLES CAN BE SENT ON REQUEST)

- **L'Oréal Maybelline** - [View Here](#)
- **Sky Adsmart** - [View Here](#)
- **Co-Op's Christmas Campaign with Big Zuu** - [YouTube](#)
- **Verizon Enterprise Intelligence Campaign** - [YouTube](#)
- **Just Eat UEFA** - [Vimeo](#)

## EDUCATION

- **MA** - London Film Academy | Film Directing and Producing
- **BA** - Cape Town University of Technology | Retail Business Management
- **Certificate** - Open Horizon's Talent UK | Directing
- **Diploma** - New Africa Theatre Association | Directing and Theatre Acting

## SKILLS AND INTERESTS

**Software:** Excel, PowerPoint, Vantage Reports, Adobe Premier Pro, After Effects, Final Cut Pro X, DaVinci Resolve

**Cameras:** Black Magic 6K, SONY, Red Scarlet

**Languages:** Native English, Fluent Afrikaans

**Interests:** Kayaking, running, yoga, cricket

**Certifications:** Child Protection (Level A), Advanced Behaviour Training, Emergency First Aid