

# NATHAN THEYS

Videographer/ Producer/Editor

## Profile

As a hybrid videographer I have created captivating videos for businesses such as (NET-A-PORTER, MASTERCARD, MCCANN, TSB, CO-OP) bringing clients' visions to life with creativity and resourcefulness. Whether telling a brand story, launching a product, or engaging an audience, I deliver videos that exceed expectations, turning ideas into impactful visual experiences. I have also created the first ever McCann Craft Academy mentoring emerging filmmakers at McCann.

## Recent Professional Experience

### ***Freelance Employment - NET-A-PORTER, OUTNET 2025 – Videographer – Editor***

Production Company: NET-A-PORTER, OUTNET London

Output: TVC, Paid and Organic Socials

Led project from activation to going live including filming and editing.

## Duties:

- Filmed and camera operated equipment
- Directed on-set activities, collaborating with talent and crew to execute the creative vision and brief with precision.
- Directed celebrity talent models during premium video shoots.
- Managed shooting schedules, director treatments, and equipment logistics as the main point of contact.
- Directed all stages of production, from preproduction through post-production.
- Partnered with producers, agency producers, production companies, and clients.
- Ensured footage and shots met brief specifications and relayed feedback to camera and art departments for quality assurance.
- Resolved emerging challenges with creative solutions.
- Maintained smooth production operations.
- Checked and handled lighting, camera work, footage storage, and prepared files for the post-production team.
- Filming the production, and making sure all footage was filmed with good quality to the specs requested.
- Liaised with the Head of Production and Head of Integration, Executives, accounts, and finance teams.
- Edited footage for reviews and deadlines.
- Graded footage and edits.
- Doing Motion Graphics, Visual Effects, Titles, Lower Thirds etc.
- Presented storyboards and rough cut edits to clients, integrating feedback and applying client and creative notes.

- File, studio and equipment management maintenance to keep them in optimal condition.
- Worked with creative production and styling teams to craft treatments and brief responses, while offering editorial feedback to editors.
- Collaborated with on-set crew to ensure professional, structured shoots and mentored junior team members.

### **Full time Employment - McCann World Group Craft London 2021 – 2024**

Production Company: Craft, McCann London

Output: TVC, Paid and Organic Socials

Led project from activation to going live including filming and editing.

#### **Duties:**

- Filmed and camera operated equipment on location and in studio.
- Created and delivered director treatments to creative teams and clients.
- Directed on-set activities, collaborating with talent and crew to execute the creative vision and brief with precision.
- Filmed and directed celebrity talent during premium video shoots like Dame Helen Mirren, Big Zuu, Grace Larry, Jordan Henderson, Alvaro Morata, and others.
- Managed shooting schedules, director treatments, and equipment logistics as the main point of contact.
- Directed all stages of production, from preproduction through post-production.
- Supervised set design, casting, and location scouting, and pitched them to clients.
- Produced Pre-PPM and PPM decks for client presentations.
- Partnered with producers, agency producers, production companies, and clients.
- Ensured footage and shots met brief specifications and relayed feedback to camera and art departments for quality assurance.
- Resolved emerging challenges with creative solutions.
- Maintained smooth production operations.
- Checked and handled lighting, camera work, footage storage, and prepared files for the post-production team.
- Filming the production, and making sure all footage was filmed with good quality to the specs requested.
- Liaised with the Head of Integration, Executives, accounts, and finance teams.
- Presented storyboards and rough cut edits to clients, integrating feedback and applying client and creative notes.
- File, studio and equipment management maintenance to keep them in optimal condition.
- Worked with creative production and styling teams to craft treatments and brief responses, while offering editorial feedback to editors.
- Collaborated with on-set crew to ensure professional, structured shoots and mentored junior team members.
- Finalized the shoot by delivering reports to executives.
- Balanced and closed the final budget.

### **Key Videos:**

Loreal Helen Mirren (Co-Directed) NOT TO GO LIVE

<https://vimeo.com/778079281?share=copy>

Password: H23

Verizon Ports

<https://www.youtube.com/watch?v=OnXy4plPyGw>

Big Zuu Christmas Socials

<https://www.youtube.com/watch?v=vNtBio2VEQc>

<https://www.youtube.com/watch?v=DplQBjyAA94>

<https://www.youtube.com/watch?v=96FAiJ54Y0s>

<https://www.youtube.com/watch?v=UjQNoeCcFU0>

Nurofen - Pain Labs

<https://www.youtube.com/watch?v=IMufaL4u4PY>

ITV and TSB Bank – Windrush Generation (Short Doc)

<https://www.youtube.com/shorts/1dDcN5qSX4A>

<https://www.youtube.com/shorts/1K8FQg68Bi8>

<https://www.youtube.com/shorts/H5Figry-Hx0>

<https://www.youtube.com/shorts/JbClgtHjvjo>

### **Key PROJECTS**

#### **2024 - Director / Producer / Videographer**

McCann World Group London

Production Company: Craft Spain, Craft London

Client: Loreal, Boots and Maybelline

Output: TVC, Socials

Led project from activation to going live including filming and editing.

<https://vimeo.com/1004551349?share=copy>

Password: L24

#### **2024 - Director / Producer / Videographer**

McCann World Group London

Production Company: Craft London

Client: Mastercard Cannes

Output: TVC, Socials

Led project from activation to going live including filming and editing.

Mastercard - Diversity

- Seeing life through a different lens

<https://vimeo.com/1004554541?share=copy>

Password: M24

- What's Priceless about Cinema?

<https://vimeo.com/1004555474?share=copy>

Password: M24

### **2024 - Director / Producer / Videographer**

Agencies : Ogilvy, McCann London, Craft Madrid

Creatives - Sarah Harvie and Euan Thomas.

Production Company: Craft Spain, Craft London, Craft Germany

Client: Akzo Nobel, Cuprinol

Output: TVC, Socials

Collaborated with Ogilvy's creative and production teams to deliver high-quality content for broadcast and social platforms.

All of these are still in post:

- HEDGEHOG SCENE

<https://vimeo.com/1004518790?share=copy>

Password : C24

- COUPLES LUNCH SCENE

<https://vimeo.com/1004522910?share=copy>

Password : C24

- LUNCH

<https://vimeo.com/1004524759?share=copy>

Password : C24

### **2024 - Director / Producer / Videographer**

McCann World Group London

Production Company: Craft Spain, Craft London

Client: Akzo Nobel (Dulux, Sikkens)

Output: TVC, Socials

Led projects for major brands, ensuring content alignment with client goals and audience engagement.

EXAMPLES: PAINTS AND COATS

- Akzo Nobel - Loyalty

<https://vimeo.com/1004552838?share=copy>

Password : A24

### **2023 - Director / Producer / Videographer**

MullenLowe Agency, McCann London

Production Company: IPG Studios

Client: The Co-operative

Celeb: Big Zuu

Output: TVC, Socials

Led the project from activation to going live including producing, budgeting, filming and editing.

- Big Zuu Christmas Socials

<https://www.youtube.com/watch?v=vNtBio2VEQc>

<https://www.youtube.com/watch?v=DplQBjyAA94>

<https://www.youtube.com/watch?v=96FAiJ54Y0s>

<https://www.youtube.com/watch?v=UjQNoeCcFU0>

### **2023 - Director / Producer / Videographer Featuring Dame Helen Mirren**

McCann World Group Paris and London

Production Company: Craft London

Client: L'Oréal Paris

Celeb: Dame Helen Mirren

Output: Socials

Executed campaigns for L'Oréal's brand, focusing on social media impact and engagement.

- L'Oréal Helen Mirren (Co-Directed) NOT TO GO LIVE

<https://vimeo.com/778079281?share=copy>

Password: H23

### **2023 - Directed / Producer / Videographer**

McCann World Group

Production Company: Craft London

Client: Verizon

Campaign: Southampton Ports

Output: Socials

Led project from activation to going live including filming and editing.

Verizon Southampton Ports

<https://www.youtube.com/watch?v=OnXy4plPyGw>

### ***Additional Experience Highlights***

2024 - TSB Windrush Campaign – TVC (McCann World Group Craft London)

2024 - Brit Awards – TV Commercial (McCann London)

2024 – Phoenix Investments (McCann World Group Craft London)

2023 - Mastercard – TVC featuring Jordan Henderson

2023 - Mastercard – TVC featuring Morata

2023 - Mastercard – TVC featuring Chiellini

2022 - Reckitt UK (Lysol & Dettol) – TVC (McCann London)

2022 - L'Oréal Paris – TVC (McCann World Group)

2021 - Microsoft Teams – Clifton Coffee TVC (McCann London)

2021 - Microsoft Teams – Biotopes TVC (McCann London)

2021 - Reckitt Nurofen Pain Labs – TVC (McCann London)

2021 - Just Eat UEFA (McCann London)

2021 – Dell Technologies (Film Creatives)

2019 - Sun International – Director for 10 hotels campaign (Mad Little Badger)

2018 - Soap & Glory, Wella – Producer (Spring Studios)

**Education**

- Cape Town University of Technology – B.A. Retail Business Management
- London Film Academy – M.A. Film Directing and Producing
- Open Horizon’s Talent UK – Directing
- New Africa Theatre Association – Directing and Theatre Acting

**Skills**

- Software: Adobe Premiere Pro, After Effects, Final Cut Pro X, DaVinci Resolve
- Cameras: Black Magic 6K, SONY, Red Scarlet
- Languages: Native English, Fluent Afrikaans
- Other: Advanced Child Protection & Safeguarding, Behavioral Training, Emergency First Aid

**Interests** - Kayaking, Running, Yoga, Cricket

**References on request**