

NATHAN THEYS

Senior Producer (TVC, Broadcast, Socials, Bidding)

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Award-winning Senior Producer with over 8 years of experience leading large-scale, integrated productions for global brands including L'Oréal, Mastercard, Just Eat, and Verizon. Adept at managing budgets from £5K to £1M and directing teams of up to 50 creatives, delivering high-performance campaigns across TVC, social, digital, print, and experiential. Trusted by leading agencies such as McCann Worldgroup, Craft London, Ogilvy, and MullenLowe, with deep expertise in cross-functional collaboration, storytelling, and production strategy. Creator of McCann London's *Craft Academy*, demonstrating a strong commitment to leadership and talent development.

KEY SKILLS

- Integrated Campaign Production (TVC, Digital, Social, Experiential)
- Budgeting & Forecasting (£5K–£1M+)
- Cross-Functional Team Leadership (Creative, Accounts, Strategy)
- Talent Casting & Management
- All stages of Production management
- Creative Pitching & Deck Building
- Global Production Logistics
- Team management and co-ordination
- Virtual Production & Livestreaming
- Software: Adobe Premiere Pro, DaVinci Resolve, Excel, PowerPoint, Smartsheet

MOST RECENT EXPERIENCE

NET-A-PORTER – LONDON

Freelance | June 2025 – present

The Outnet, Zimmerman

McCANN WORLD GROUP CRAFT LONDON Various Projects

Senior Producer | June 2019 – Aug 2024

Clients: Xbox, Just Eat, Microsoft, Nurofen, Phoenix, Dettol

OGILVY, MCCANN LONDON

Senior Producer | Freelance

Clients Akzo Nobel – Cuprinol, Dulux, Sikkens (PAINT)

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.*
- *Oversaw 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.*
- *Collaborated and got daily updates from Producers on the stages of production.*
- *Delivered live stream videos (using teams, OBS and other platforms) and executed talent contracts.*
- *Ensured 100% accurate budget reconciliations.*

- Developed, scripted and produced multimedia assets aligned with the clients brief and requirements
- Produced and Managed up to 7 concurrent high-end productions across global markets.
- Produced content for multi-market campaigns, from concept to delivery, across TVC, digital, social, and experiential.
- Oversaw pre-PPM and PPM processes, collaborating with clients, creatives, and accounts.
- Worked alongside several team members towards a common goal.
- Working closely alongside clients and account teams.
- Maintaining studio equipment for shoots.
- Ensure that the productions were within union regulations.
- Launched the Craft Academy to mentor and train emerging talent within the agency.
- Led productions with high-profile talent, including David Beckham, Dame Helen Mirren, Big Zuu, Grace Larry, and Gemma Chan.

PREVIOUS EXPERIENCE AS SENIOR PRODUCER

- MULLENLOWE AND IPG STUDIOS - The Co-Op – Big Zuu's Christmas Campaign (Talent: Big Zuu) ((FOOD)
- MCCANN LONDON AND CRAFT LONDON - (FOOD) Just Eat – UEFA Just Eat Football
- MCCANN LONDON AND CRAFT SPAIN (COSMETICS)L'Oréal Paris – Sunkisser Blush (Talent: Grace Larry)
- MCCANN LONDON AND CRAFT PARIS AND CRAFT SPAIN L'Oréal Paris – Revitalift (Talent: Dr Ophelia) (COSMETICS)
- MCCANN LONDON AND CRAFT LONDON Mastercard – Save the Children (Talent: Jordan Henderson, Alvaro Morata, Giorgio Chiellini) (CHARITY)
- MCCANN LONDON AND CRAFT LONDON Sky – Sky Adsmart Gaming (Talent: David Beckham) (TECH)
- MCCANN LONDON AND CRAFT LONDON Just Eat – UEFA Just Eat Football (FOOD)
- MCCANN LONDON AND CRAFT LONDON Microsoft Biotopes and Clifton Coffee – Save the Children (TECH)
- HOGARTHS LONDON – CORPORATE

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

SELECTED WORKS

- **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](#)

INDUSTRY RECOGNITION

- Judge for Euro Best Cannes Lions Awards Ceremony

COMPANIES I WORKED FOR AS A FILM MENTOR/COACH

- Southampton Solent University - Guest lecturer – 1 YEARS contract
www.solent.ac.uk
- Central St Martins – Guest Lecturer – 1 YEAR contract
- Craft Academy 2 YEARS www.craftww.com

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 Behavior Training, Emergency First Aid