

# GEMMA CONWAY

## EXECUTIVE PRODUCER / PRODUCER

[Contact](#) | [Website](#) | [Linkedin](#)

I'm a self sufficient Producer who enjoys uniting the teams. Having an agency background of 15+ years and working with many national and global Brands across the UK and the US, I pride myself on my attention to detail, communication style and ability to be unfazed by challenges thrown. My goal is to continue to work with famous Brands and open up doors within longer form entertainment fields.

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### SKILLS

- Integrated Campaigns (Film, Print, Online, Radio, Experiential)
  - Creative Development and Production
  - Relationship Building and Stakeholder Management
  - Excellent Budgeter and Negotiator
  - iWork suite, Google Office suite, Slack, Adobe
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### EXPERIENCE

#### FRED & FARID

EP / Freelance : March - April 2023

Temporary cover for Head of Production whilst overseeing the 2023 summer Rémy Martin campaign creative development.

#### MOFILM

EP / Freelance : May - Nov 2022

The sole Producer for Eli Lilly and their migraine medicine 'Emgality'. We researched and shot three sincere 'Day in the Life' testimonial films with real Patients, a Round Table discussion with Professionals plus a plethora of web, print and mobile assets.

#### AZZERAD STUDIOS

EP / Freelance : May - July 2022

I produced a long form spot for Nike's 'Jordan' family featuring Dearica Hamby (WNBA) and Mookie Betts of the LA Dodgers, aimed at encouraging children to find school fun after the pandemic. Shot by 'Mez for Heirs' a.k.a King Mez, the rapper.

#### ADAMANDEVE DDB NYC

EP / Staff : March 2019 - March 2022

Their sole EP I worked across every account; Samsung (Kitchen + TV), Peloton, Miller High Life, Blue Moon, facebook (now Meta), Jim Beam and Bulldog. I oversaw all of the work, mentored three Producer's on my team and got stuck in.

#### PEREIRA O'DELL NYC

SNR PRODUCER - EP / Staff : May 2017 - Feb 2019

I Produced work across accounts such as Timberland, American Museum of Natural History, Chex, realtor.com, Netscout and was the Executive Producer on MINI.

I produced a variety of engaging MINI Campaigns including tactical content for the Emmy's, an experiential event across NYC plus a TV commercial featuring musician 'Labrinth' which was aired in the 53rd Superbowl.

#### JOHANNES LEONARDO

SNR PRODUCER / Freelance : June - Oct 2016

I worked with Malcolm Venville at Anonymous Content on a live action commercial featuring Michael J. Fox, as the voiceover for Sonnet, an insurance company in Canada. In addition I also crafted a long form animated spot with Smith & Foulkes at Nexus as part of the same Campaign.

#### 72&SUNNY NYC

SNR PRODUCER / Freelance : July - Oct 2015

I produced two Samsung Mobile campaigns featuring A\$AP Rocky and Chrissy Teigen with Henry Rubin-Alexander at Smuggler.

## EXPERIENCE CONT.

### MOTHER NYC

PRODUCER / Freelance : Feb - July 2015

I produced a long form spot, print work and web assets for the 76ers featuring the then newly drafted Joel Embiid. Shot by TWIN, formally of RESET.

### BBH LONDON

BUSINESS AFFAIRS - PRODUCER / Staff : Sep 2005 - Oct 2014

Three years working in Business Affairs gave me a taste for Production. I became a Producer in 2011 and worked across our national and global brands including, the Guardian, Google, Virgin Media, Britvic Robinsons, KFC, British Airways, Barclays, Kronenbourg, Vodafone, Unilever; Surf, Persil, Axe, General Mills; Old El Paso, Diageo; Baileys and Smirnoff.

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## EDUCATION

### BA (HONS) MEDIA STUDIES

University of Northampton | 2005

### TV PRODUCTION

Institute of Practitioners in Advertising, London | 2009

### BUSINESS AFFAIRS

Institute of Practitioners in Advertising, London | 2006

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## SOME CREDITS

- [Nike for the Jordan Family](#) 'Back to School' with Mez for Heirs with DOMO
- [Eli Lilly x Emgality](#) Patient Stories with Ariel Ellis @ Woodward Original
- [JetBlue](#) 'Real Deals' with NewYorkNico a.k.a Nicolas Heller
- [Miller High Life](#) 'Champagne of Beers' Raul Fernandez @ PDK Films
  - [Adage's Editors Pick](#)
- [Jim Beam](#) 'World of Welcome' - Dante Ariola @ MJZ
- [Peloton](#) 'Train with Champions' for the 2021 Olympics with Eddie Ringer @ WAX
- Peloton OOH Billboard Campaign with Usain Bolt - Cass Bird @ art+commerce
- [Samsung](#) Home Electrical's 'Change the Way You See TV' - Manu Cossu @ Iconoclast
- [Samsung](#) Home Appliances 'New Ways of Living' - WAFLA @ Iconoclast
- [Bulldog](#) - D.A.D.D.Y @ 1st Avenue Machine
- [Facebook](#) (now Meta) 'Libra' - Alex Hulsey with somesuch
- [MINI](#) 'Don't Fence Me In' collaboration with Labrinth - Marcus Söderlund @ RESET
  - *Featured in the 53rd Super Bowl 2019 + [Adage's Editors Pick](#)*
- [Chex](#) 'Full of Possibilities' Offline - Terry Hall @ Psyop
- [MINI](#) & 'Sing for Hope' Experiential Project \*Agency & Line Producer
- [MINI](#) 'Epic Experience' - Andre Stringer with RESET
- [realtor.com](#) - The Coles @ Hey Wonderful
- [American Museum Natural History](#) - Jared Rosenthal @ PROM
- [Sonnet](#) - Malcolm Venville @ Anonymous (Michael J. Fox as Voiceover)
- [Sonnet](#) - Smith & Foulkes @ Nexus
- [realtor.com](#) - Duncan Skiles @ Greencard
- [Chico's](#) - Matthew Frost @ Iconoclast
- [Samsung](#) '[A\\$AP Rocky](#)' & '[Chrissy Teigen](#)' - Henry Alex-Rubin @ Smuggler
- [76ers](#) with newly drafted Joel Embiid - Twin with RESET
- [Virgin Media](#) - Big Red Button with Moxie Pictures
- [British Airways](#) - Joanna Bailey with BARE films
- [Barclaycard](#) - Matt Huntley with Outsider
- [Waitrose](#) with Heston Blumenthal - Charlie Crane with Knucklehead
- [Old El Paso with Danny Trejo](#) - Chris Balmond @ Outsider
- [Barclays](#) - Marc Reisbig with Field Trip
- [KFC](#) (multiple spots) - Mat Kirkby with R.S.A
- [Vodafone](#) - Against All Odds with Passion Pictures (Voice of Vodafone was Idris Elba)

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