



# SAM HENDI

## SENIOR CREATIVE PRODUCER

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 The Dots

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 London, UK

### PROFILE

As a proactive and engaging Senior Creative Producer, I consistently prioritise ideas, attention to detail, and meeting deadlines. My diverse and **successful** portfolio spans across large-scale 360 marketing campaigns and branded content across TVC, VOD, social, digital and stills; working on various mediums such as commercials and narrative films, design and print, 2D/3D animations + motion graphics, and VR, for renowned names like Apple, Nando's, Google, and Nike. I excel in driving multiple advertising campaigns across all platforms, overseeing the creative process, leading multi-disciplined teams and managing stakeholders, and identifying business opportunities by ensuring successful high-level creative excellence and improved brand awareness.

With experience in agency and brand, I navigate the dynamic world of production with a process-driven mindset and a personable attitude to successfully negotiate my way through the ever-shifting world of production. And I **love** all of it! I thrive in collaborating with various stakeholders globally, large creative teams to films crews, agencies and boardroom executives. Over the years, I've honed my skills in innovation, trends, project management, and leading multiple projects and accounts concurrently. With a deep passion for film, art, VFX, and technology, I am a hands-on Producer prepared for any challenge.

My strengths lie in organisation and collaboration, confidently contributing at every stage of a project lifecycle—from conceptualisation to delivery—and achieving impactful results. I'm ambitiously driven, naturally curious and a strategic **leader**, implementing efficient processes, managing resources effectively, providing logistic guidance, expanding project scopes when possible, creatively solving problems and nurturing strong relationships. Lastly, I leverage my technical skills and expert eye to ensure consistently impressive and timely end results.

#### Core skills:

- Possess a comprehensive understanding of creative production across film, stills, design, digital, and social content
- Extensive experience in crafting award-winning/ highly successful advertising campaigns, commercials, branded content, and film shoots
- Proficient in video editing, After Effects (2D/ 3D composition & motion graphics), and digital output workflows
- Deep technical knowledge of cameras, file formats, and digital outputs
- Proven track record of building and nurturing successful client relationships, fostering strong account/ stakeholder management, and cultivating a collaborative team environment
- Adept at smart budget management, hustling and negotiation skills to secure best value for projects
- Highly efficient in project planning, resource scheduling, and meeting deadlines under pressure
- Thrive in fast-paced environments while managing multiple projects concurrently
- Strong ability to get things done and quickly adapting to new working processes
- Highly tech literate with a keen awareness of the evolving landscape of available tools and technologies

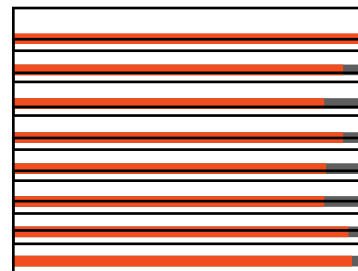
### EDUCATION

**BA (Hons) Contemporary Media Practice, 2007 - 2010**  
University of Westminster, London

**BTEC Foundation Diploma in Art & Design, 2006 - 2007**  
University for the Creative Arts  
Maidstone, Kent

### SOFTWARE PROFICIENCIES

Final Cut Pro X  
Adobe Premiere Pro  
Adobe Photoshop  
Adobe After Effects  
Adobe Illustrator  
Google Workspace  
Apple iWork  
Microsoft Office 365



Apple, Marcom – London, UK  
**Senior Creative MPM**, Jan 2023 to Present



**Key contributions:** Creative PM for Apple's advertising campaigns: Apple Pay Everyday (Marcom LA extension) for paid social on TikTok and X, David Hockney's Drawn on iPad *Bigger Christmas Trees* at London's iconic Battersea Power Station creative including outputs for PR, Retail, .com and Print, Worldwide iPhone Trade In campaign + Turkey Mac Trade In campaign creative, and various iOS social campaigns.

*Key specific responsibilities and quantifiable results across a hybrid role.*

#### Creative Origination MPM

- Led the creative and production of highly successful, iconic advertising campaigns for Marcom, work includes the end-to-end process management of multiple design and motion projects across various channels: digital, .com, Retail, Print, Social, OOH
- Increased visibility and made impactful revenue by awareness of campaigns iPhone Trade In and Apple Pay, delivered on time and within budget
- Cultivated a collaborative environment cross-functionally - connecting and bridging the Marcom teams where and when necessary; Creative, Production, Interactive, UX, Brand, Advertising, Channel XF, Product Marketing, Services, Print Production, Business Affairs, Legal, Localisation
- Encouraged and motivated productivity with the teams to drive excellence: working closely day-to-day with multidisciplinary teams like other Producers, Creative Directors, Designers, Writers, Art Directors, Storytellers to guide the development from conceptual/ ideation through creative stages, championing the core team, supporting the strategic and production goals of brand teams in a fast paced dynamic environment

- Built and maintained effective project plans practices and project scoping, responsible for budget management including forecasting / spend tracking, created detailed timing plans and flexed organisation skills to allocate design tasks and deliverables across a variety of creative
- Collaborated with Creative Directors on creative development schedules and resourcing allocation to maximise team utilisation and plan effective delivery points
- Facilitated project-related team meetings (i.e. kick-offs, status, internal reviews, check-points etc.) and Implementing regular key check-in points during project phases: strategy, conceptual, design, art working and production to maintain alignment and address any concerns promptly
- Digesting information, editing and circulating optimised key information and delegated action steps clearly and effectively to ensure all teams / stakeholders are aligned
- Successfully managed external agencies and creative partners (Media Arts Lab, Neon, Hogarth, House337) for commissioned work
- Developed a deep understanding of the Apple brand and became adept at navigating ambiguity, flexibility at adapting to ongoing changes and managing changes throughout project lifecycles
- Confidently navigated complex stakeholder conversations and feedback, influencing senior leaders across functions with strategic decisions
- Led cross-functional teams across multiple time zones (CEMEA + US)

#### Design & Delivery MPM

- Shared leadership responsibilities for project oversight with the Production Design Creative Director, contributing to the strategic direction and operational success to the Design & Delivery team, for both execution and support of project briefs
- Closely collaborating with creatives guaranteeing the timely and high-quality delivery of produced creative campaign assets and adaptation content across all production stages and touch-points
- Served as the central point of contact and gatekeeper for all briefs, continually optimising process and streamlining workflows which increased efficiency in the Studio
- Implemented standardised creative briefing templates, defined ways of working and production processes, resulting in a smoother collaboration with creatives and increased efficiency when handling multiple live briefs concurrently
- Established best practices for Marcom teams, providing production consultations that kept projects on track and achieved milestones
- Designed and implemented a Studio resource and production management system for seamless reallocation without impacting the creative work
- Developed detailed project plans and tracking documents (scheduling, meeting notes) to facilitate clear communication, feedback and task delegation across multiple teams
- Established strong relationships in a matrix environment with multiple business functions to act as the operational lead to evaluate project briefs to identify and avoid potential roadblocks and setting clear expectations with a handle on the prioritisation for all work

PHANTOM – London, UK  
Senior Producer, Sep 2021 to Jan 2023



**Network:** Nando's & Google (clients) | Partizan, Pulse Films, Coffee & TV, Black Kite Studios, Factory, No.8, Division Films, Perma Collective

**Key contributions:** Senior Producer for Nando's 'now try think about something else' ad campaign which includes five TV commercials for VOD, Google Ads Tail+ APAC campaign stills shoot for SMB social platforms, Nando's PERI-Ilucinations TVC aired on Sky TV, All4, ITV and YouTube Pre-roll, Google for Startups 10 Year Global Film social campaign filmed on-location in Tel Aviv, Madrid, Warsaw, NYC, Seoul, São Paulo, Tokyo and London.

- Integrated Senior Producer and client-facing role managing ATL & BTL marketing campaigns, including film and content production for TVC, VOD, digital, and social
- Led campaign development and delivery for Phantom's commercial objectives in a digital-focused environment, from initial pitch through strategy, creative, production and final delivery
- Reduced production budget by 30% for a Google social media campaign by directly securing freelance teams and managing a global shoot hands-on
- Increased brand awareness for Nando's through impactful multi-channel campaigns
- Consistently delivered high-quality work while adapting to handle multiple projects with tight budgets and deadlines
- Held frequent team meetings to capture any flags or issues ahead of time and ensure all actions were followed up efficiently. Actively organised team brainstorming on both internal and external briefs
- Partnered with and managed studios, production houses and crews, casting agents, talent, and agencies across diverse projects, fostering a network of strong relationships and book of contacts
- Successfully led and managed UK-based shoots (on-location & studio), and international shoots across other locations such as Tel Aviv, Madrid, Warsaw, Slovenia
- Negotiated rates and managed budgets across projects (monitoring and tracking forecasts and spend) on each individual project, ensuring cost-effectiveness
- Scoped and quoted productions with healthy margins, creating project plans, and managing workloads to keep everything on track
- Proficiency in using Google tools for cost estimates, various production tools (such as Smartsheet) for detailed timing plans, and web-based platforms for collaborative resource planning
- Sourced upcoming directors and talent for creative briefs, supporting the creative and client teams through the treatment and pitching phase
- Performed triple bids, reviewed studio treatments, timelines and evaluating rates, negotiations on agreements between agency and production houses to increase efficiency with costs, pushing vendors to deliver more exciting work in an optimal way
- Responsible for task planning, team meetings, invoicing vendors and clients, legal and contracting processes (licensing, rights management, production insurance, contracts, SOWs, APA Tripartite agreements, ATA Carnet documents).
- Managed creative teams, clients (including stakeholders globally), and production simultaneously, ensuring optimal collaboration and influencing creative output to meet stakeholder needs
- Demonstrated excellent communication and proven success between creatives, designers, and developers through complex projects
- Responsibility for hiring and managing freelance shoot crews and creatives (storyboard artists, editors, colourists, composers) for optimal project execution
- Managed production processes: co-ordinating and overseeing the Offline post-production (edit), Online post-production workflows (grade and VFX), delivery and transmission processes (Clear Cast)