

# SAM HENDI

## SENIOR CREATIVE PRODUCER



### PROFILE

A proactive, engaging and genuinely creative producer, always focused on the ideas, the detail and the deadlines. My **successful** diverse portfolio includes 2D/3D animations and motion graphics, CG and VR, commercials, narrative films, social media and GIFs, and branded content for names including Nike, GSK, Google and Amazon. I work on marketing campaigns and across all platforms, **driving** the creative process, the client relationships, identifying the business opportunities – and the revenue.

I combine a process-driven mindset and a people-pleasing personality to successfully negotiate my way through the ever-shifting world of production. And I **love** all of it. Especially working alongside so many different people – from film crews to boardroom executives. Over the years I've developed a natural flair for innovation, trends, project management and leading multiple teams and accounts in parallel. Add to that my deep passion for the world of film, photography and art, VFX and design technology, I'm a hands-on Creative Producer ready for any challenge.

I pride myself on organisation and collaboration – contributing at every stage of a project lifecycle, from conceptual ideas, to delivery to analysis, as well as implementing processes, scheduling resources, **leading** pitches, increasing scope of projects and nurturing client relationships. Finally, I use my technical skills and expert eye to ensure the end results are always impressive and always on time.

#### Core skills:

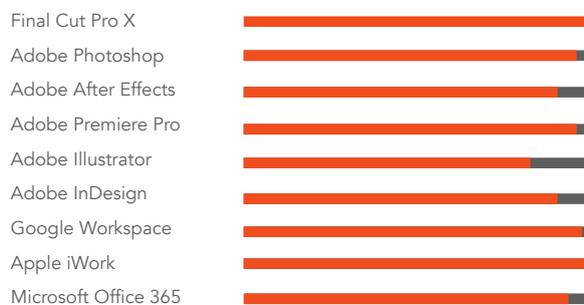
- Film/ Animation/ Photography
- CG/ VFX/ VR
- 2D/3D Composition/ Motion Graphics
- Social Media/ Campaigns/ Branded Content Development
- Project Planning & Resource Scheduling
- Team Management, Support & Training
- Client Relationship Managements/ Stakeholder Collaboration
- Budget Management
- Film Shoots/ Production Management
- 4K/ Blackmagic Cameras/ Drone Operations/ Steadicams
- Digital Editing, After Effects & C4D Workflows

### EDUCATION

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

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

### TECHNICAL PROFICIENCIES



### PROFESSIONAL EXPERIENCE

Graceful Monkey – London, UK  
**Senior Creative Producer**, Mar 2019 to Present



Other clients include:  
Quadmark, SPLASH, Bedrock, Spoon, Cirrus and Lucid.

**Key contributions:** Lead producer/PM for projects including Nike Town London's Air Jordan experiential wall content, Android Virtual Lab VR Experience, Wear OS by Google features video, Google Pixel 4 features video, Google Android OS guide animations, GSK Interview Investigations programme, Google Assistant gumball machine interactive UI experience, plus many social media branded campaigns.

- I oversee all projects at Graceful Monkey, ensuring outstanding creative content solutions from concept to execution. Work covers CG, 2D/ 3D animations and motion graphics, 3D Visualisation, 360, VR and live- action.
- I also bring ideas to life, crafting and influencing the creative, driving the team to deliver innovative, ambitious, integrated output and ensuring the quality of all work is outstanding. And oversee final quality checks on all work.

- Day-to-day, I'm responsible for assigning tasks and allocating workload, scheduling, briefing creatives, preparing and building presentation/ pitch decks, and programme and control the internal and external workflows (using Google Suite, Monday and Slack), which ensure clear exchange of information and documentation across all teams.
- Since joining, I've enhanced the agency's processes and production workflows, and introduced more effective tactical and holistic thinking to ensure streamlined delivery across every project. I've also procured new accounts, strengthened client engagement and collaboration, built relationships and optimised business opportunities.
- My role involves leading, mentoring, managing and motivating cross-functional teams, plus monitoring employee performance and development and taking charge of recruitment and training.
- It also includes quoting and pitching new business, implementing budgets ranging from up to £1m for a diverse portfolio of branded content, commercials, and VR experiences, and acting as the principle link and leading conversations between the production and finance teams.
- I devise and execute Graceful Monkey's own marketing strategies for social media and brand awareness, always working closely with management and provide key support to the Creative Director.

The Moment (TCEG) – London, UK  
 Producer (GlaxoSmithKline), Oct 2016 to Feb 2019



*Other clients included:*  
 GlaxoSmithKline and Porter Novelli.

**Key contributions:** Photoshoot and video producer for adverts and campaigns including 'Moms vs Meningitis' (with photographer Anne Geddes), Innovation by Design 3D video series for Consumer Healthcare, GlaxoSmithKline financial results films, Amazon Subscribe & Save animation, Save the Children partnership films, and Microsoft Office Outlook app animation.

- In this role I produced and created commercials, live broadcasts, photographic projects, short documentaries and films, social media and marketing campaigns using 2D/3D animations and motion graphics (including Cinema 4D).
- I scheduled all creative and production output, managed and led the project teams/ project workflows with the attainment of project milestones, wrote proposals and developed scope and SOWs.
- I collaborated with multiple suppliers and crew to coordinate and set up shoots and logistics for small to large productions, including shoots overseas in Europe, managing needs and ensuring high end results.
- I worked alongside clients and the different project stakeholders, building strong relationships, pitching/ presenting decks and chairing meetings. I also encouraged all stakeholders to participate in idea generation, which led to some exciting, innovative concepts and achievements.
- Finally, I managed and executed all budgetary operations (project budgets up to £500k) and came up with solutions for maintaining optimum operational costs and business acumen.

FANTÔM - London, UK  
 Creative Producer (Freelance), Jul 2007 to Dec 2017



*Other clients included:*  
 Lee Paton and BRÛT.

**Key contributions:** Produced music videos for Todd Terry, Ministry of Sound, Martyna Baker, and Kinobe; produced multi award-winning films and screenings including 'Wrath', 'Black Sheep', 'MASS:C19H28O2', 'MAGNANIMOUS', 'Hysteria', 'Envy' (BBC).

- This varied role saw me produce and lead multiple creative video briefs for various media platforms, including narrative short films, music videos, art films, documentaries, and social media content.
- I cultivated creative concepts, original and exciting briefs, and instigated unconventional scripts, then worked closely with the teams on storyboard development to ensure unity of direction among production.
- I acted as a multi-disciplinary creative stepping in when necessary as an editor, animator and cinematographer to guide and support the crews and production.
- Another creative responsibility was performing online marketing with content strategy and delivery via social media (YouTube, Vimeo, Twitter, Tumblr, Facebook, blogs, and forums) and building websites/ UI for newly released content.
- Day-to-day, I coordinated all project tasks to ensure timely completion of briefs, overseeing budgets, logistics and intellectual property management.
- Wherever possible, I identified and drove new business opportunities.

