


SAM HENDI

SENIOR CREATIVE PRODUCER

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 London, UK

SUMMARY

With over 15 years of experience as a proactive Senior Creative Producer, I prioritise developing strong ideas, attention to detail, and meeting deadlines consistently. My diverse and **successful** portfolio spans large-scale 360 marketing campaigns and branded content across TVC, social, digital, and stills. I possess extensive experience with commercials, narrative films, design and print, 2D/3D animation + motion graphics, and VR for renowned brands like Apple, Nando's, Google, and Nike. I excel at managing and driving multiple advertising campaigns and accounts concurrently. This includes overseeing the entire creative process, leading multi-disciplinary teams, **managing** stakeholders globally, and identifying business opportunities. I achieve this by ensuring successful high-level creative excellence and impactful results. I navigate the dynamic world of production with a process-driven mindset and a personable approach, confidently contributing at every stage of a project lifecycle. I'm ambitiously driven and a strategic **leader** creatively solving problems, collaborating effectively with everyone from large creative teams and film crews, to agencies and boardroom executives. I am hands-on and ready for any challenge.

PROFESSIONAL EXPERIENCE

Senior Creative MPM Apple, Marcom

 01/2023 - 04/2024  London, UK



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, plus various iOS social campaigns.

Creative Origination MPM

- Led the creative and production of iconic advertising campaigns for Marcom, work includes management of multiple design and motion projects across various channels: digital, .com, Retail, Print, Social, OOH
- Increased brand visibility and generated impactful revenue through awareness of campaigns for 'iPhone Trade In' and 'Apple Pay', delivered on-time and within budget
- Cultivated a collaborative environment cross-functionally between Marcom teams (Creative, Production, Interactive, UX, Brand, Advertising, Channel XF, Product Marketing, Services, Print Production) and across multiple time zones (CEMEA + US)
- Successfully managed external agencies and creative partners for commissioned work
- Became adept at navigating ambiguity, adapting flexibly to ongoing changes, and managing changes throughout project lifecycles
- Confidently navigated complex stakeholder conversations and feedback, influencing senior leaders across functions with strategic decisions
- Facilitated team meetings, managed project scope, budget forecasting and spend tracking, and timing plans. Collaborated with Creative Directors on creative development schedules and resource allocation to maximise team utilisation and plan effective delivery points

Design & Delivery MPM

- Shared leadership responsibilities for project oversight with the Creative Director, contributing to the strategic direction and operational success of the Design & Delivery team
- Acted as the operational lead and gatekeeper for all briefs, evaluating project briefs to identify and avoid potential roadblocks and setting clear expectations with a handle on the prioritisation for all work, and continually optimising process and streamlining workflows which increased efficiency in the Studio
- Established best practices, implemented standardised creative briefing templates, and defined clear ways of working and production processes. This resulted in smoother collaboration with creatives and increased efficiency when handling multiple live briefs concurrently

Senior Producer Phantom

 09/2021 - 01/2023  London, UK



Clients: Nando's & Google

Partners: 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-Illucinations* 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.

- Client-facing integrated Senior Producer managing end-to-end ATL & BTL marketing campaigns encompassing film and content production for TVC, VOD, digital, and social
- 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
- Sourced upcoming directors, partnered with and managed studios, production houses and freelance crews, casting agents, talent, and agencies, fostering a network of strong relationships
- Performed triple bids, negotiated rates (tracking forecasts and spend) ensuring cost-effectiveness, created project plans, and managed creative teams, clients, and production simultaneously, guaranteeing seamless collaboration
- Handled all legal processes (licensing, rights management, production insurance, contracts, SOWs, APA Tripartite agreements, ATA Carnet documents)
- Co-ordinated and oversaw offline post-production (edit), online post-production workflows (grade and VFX), and delivery and transmission processes (Clear Cast)

Senior Creative Producer Graceful Monkey

 03/2019 - 09/2021  London, UK



Clients: Nike, Google, Android, GSK, Novartis

Partners: Quadmark, SPLASH, Spoon, X Films

Key contributions: Lead Producer/ PM for projects including Android Virtual Store VR experience, Wear OS by Google features film, Google Pixel 4 exploration film, various Google Android OS guide animations, GSK Interview Investigations interactive programme including film shoot, plus various social campaigns for brands and retail spaces.

- Led the creation of exceptional creative content (concept to execution) across live-action, 2D/3D animation, CG, 360, and VR
- Developed and pitched new business opportunities to procure new accounts (Google + GSK), implementing scope, SOWs, and budgets with successful profit margins
- Bridged client-production communication, and strengthened relationships to maximise collaborations
- Orchestrated efficient project delivery by streamlining agency processes and workflows with effective tactics and holistic thinking to achieve optimal results. Managed daily tasks and integrated output (assignments, workload, scheduling, briefing creatives, delivery)

Previous employment includes **Producer** at **The Creative Engagement Group** (2016 - 2019) and **Creative Producer** at **ÔME** (2007 - 2016)

SKILLS

- Comprehensive understanding of creative production across film, stills, design, digital, and social content
- Extensive experience in producing award-winning/ highly successful advertising campaigns, commercials, branded content, and shoots
- Proven track record of building and nurturing successful client relationships and strong stakeholder management, and cultivating a collaborative team environment
- Ensure cost-efficiency by combining smart budgeting with strong negotiation skills, ensuring projects stay on budget
- 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 adapt quickly to new processes
- Proficient in video editing, After Effects (2D/ 3D composition & motion graphics), and digital workflows
- Deep technical knowledge of cameras, file formats, and digital outputs
- Highly tech literate with a keen awareness of the evolving landscape

SOFTWARE PROFICIENCIES

Smartsheet • Wrike • Monday • Asana • Slack • Google Workspace (Docs, Sheets, Slides) • Apple iWork (Keynote, Pages, Numbers) • Microsoft Office 365 (Word, Powerpoint, Excel) • Adobe Suite (Premiere Pro, Photoshop, After Effects, Media Encoder) • Final Cut Pro X

EDUCATION

BA (Hons) Contemporary Media Practice
University of Westminster

 2007 - 2010  London, UK

BTEC Foundation Diploma in Art & Design
University for the Creative Arts

 2006 - 2007  London, UK

AWARDS



INTERESTS

Fitness • Food • Tech • Travel • Movies • Social networking • Creative arts • Self-improvement

WORK ETHIC

To create the best possible work, championing a positive environment and bringing teams together is essential.