



# Rachael Long

## Freelance Senior Producer

### PROFILE

Senior Producer with over 20 years experience in Advertising Production including Digital Media, TV Commercials, Stills, Radio and Social Media Content. Experienced in CG and AI content creation.

### WORK EXPERIENCE

*Jun - Sep 2024*      **adam&eveDDB**  
NEOM Shushah project

*Mar - Jun 2024*      **ITG**  
John Lewis Summer Sale. Stills and Moving image.

*Aug - Dec 2023*      **CPB**  
Ballantines, Glenlivet, Altos Tequila.

*Feb - Jul 2023*      **Fold7**  
AIRA, Coppafeel! and IWG

*Sep - Dec 2022*      **Saatchi and Saatchi**  
EE and BT Black Friday Campaigns.

*May - Sep 2022*      **Isobel**  
Tilda rice, Jet Petrol Stations

*Nov 21 - May 2022*      **Fold7**  
Rightmove, Capital One, Somersby

*Sep - Nov 2021*      **TBWA London**  
London Stock Exchange and McVities

*Jun - Sep 2021*      **Anomaly London**  
Pandora and Google

*Feb - May 2021*      **Wunderman Thompson**  
Ikea Business Network and BT

*Jan - Feb 2021*      **The&Partnership**  
Post Production and CGI on Lexus TVCs

*Mar 18 - Nov 2020*      **Wunderman Thompson**  
AVON, Macallan, Aquafresh, Peroni, SAGE, Ribena and BT. Budgets up to £4.5 million.

*Aug 17 - Mar 2018*      **FCB Inferno**  
NCTL, Unicef, Oreo, BMW, Nivea, Npower, SKY

*Oct 15 - Aug 2017*      **JWT**  
Including Shell, Nespresso, Holiday Inn Express, Debenhams, Nestle and Avon. Budgets up to £3m

*Aug - Oct 2015*      **M&C Saatchi**  
NatWest and RBS Broadcast and online campaign

*Jun - Jul 2015*      **WCRS**  
Holiday cover on HomeBase

✉ rachael.producer@gmail.com

☎ +44 (0) 7761 489168

📍 London, UK

### EDUCATION

- **Bournemouth University**  
*BA (Hons) Communication & Media Production*
- **IPA**  
*Agency Producers Course*

### SKILL SET

- Communication Skills
- Client Relations
- Social Media
- Stills
- Moving Image
- Client Presentations
- Post Production
- Production Management
- Integrated Production
- Executive Production
- Content Production
- Budget Tracking
- Pre-Production
- Digital Media & AI use experience
- Radio & Audio Production
- Music Briefing

✉ rachael.producer@gmail.com

☎ +44 (0) 7761 489168

📍 London, UK

## WORK EXPERIENCE CONTINUED:

*Aug 2014 - Jun 2015* **JWT**

Intercontinental Hotels, Holiday Inn, Kenco, And Microsoft online and broadcast films

*Jan - Aug 2015* **Iris**

Adidas for World Cup/Messi: TV, Digital and Social Media. Including reactive material, Instagram, vines, Facebook and YouTube. Also produced assets for in-store and special events

*Aug - Dec 2013* **CHI**

GSK, Talk Talk, Lexus

*May - Aug 2013* **M&C Saatchi**

Direct Line, Ballantine's

*Mar - May 2013* **Grey**

Vodafone

*Feb - Mar 2013* **McCann London**

Mastercard

*Oct - Dec 2012* **BMB**

McCain and Bing

*Aug - Sep 2012* **M&C Saatchi**

NatWest/RBS

*May - Aug 2012* **Publicis**

Ballantine's Whisky

*Apr - May 2012* **Wieden & Kennedy**

Nike

*Nov 2011 - Apr 2012* **Leagas Delaney**

Goodyear

*Sep - Oct 2011* **McCann London**

Subway Sandwiches

*May - Aug 2011* **Mother London**

Stella Artois, Stella Black and Stella World Draught Masters 2011

*Sep 10 - May 2011* **Leagas Delaney**

Goodyear, Bodyshop, Timberland, Eristoff, The Prudential, NEFF and Intercontinental Hotels.

*Jun 09 - Sep 2010* **Publicis**

Carlsberg, Phileas Fogg

**Dentsu London**

Hitachi, South Eastern Trains, Canon and Uniqlo

**Adam and Eve**

Westfield Stratford, John Lewis

**Krow Communications**

Hellmans, Wine rack, Nutella, Fiat, Thermacare, Focus and Flora

## FULL TIME AGENCY PRODUCER

*Aug 02 - Feb 2009* **TV Producer Euro RSCG London**

Citroen, The Greater London Authority, The Evening Standard, Christian Aid, Reckitt Benckiser, Alberto Culver, Weight Watchers

*Feb 01 - Aug 2002* **TV Producer Burkitt DDB**

Hasbro, Air Jamaica, South West Trains, T&T, Schwartzkopf, Brent Cross and John Lewis

*Jan 96 - Feb 2001* **PA to HTV/ Producer Partners BDDH.**

British Telecom, Clerical Medical, Emirates Airlines, Eden Vale, The Co-operative Bank, The Guardian Newspaper and Mercedes-Benz

## PROJECT PORTFOLIO:



🌐 [www.rachaelproducer.com](http://www.rachaelproducer.com)