



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

Jan - June 2025 **The Gate Worldwide**
Shell/Ferrari campaign with Lewis Hamilton and Charles LeClerc

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

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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

PROJECT PORTFOLIO:



🌐 www.rachaelproducer.com