

NATHAN THEYS

Senior Producer / Director

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PROFILE

I craft engaging and impactful videos for businesses across various industries, ensuring projects remain within budget while driving maximum value. My work is rooted in a commitment to a sustainable future, using my expertise to create content that not only resonates with audiences but also promotes meaningful pathways toward positive climate action.

PROFESSIONAL EXPERIENCE

McCann Worldgroup Craft London

Senior Producer / Video Director

June 2019 – August 2024

- Scoped and budgeted productions of up to £1M during the pitch process.
- Led production stages including scheduling, pre-PPMs, and PPMs for client meetings.
- Collaborated closely with accounts and creative teams on campaign decks.
- Managed client relationships, ensuring transparency on budget and production status.
- Directed video shoots, including casting and presenting director treatments.
- Negotiated rates with crew, production staff, and locations, ensuring projects stayed within budget and revenue was protected.
- Delivered TVC and social media content with 100% accuracy.
- Produced live-stream videos and reconciled final project budgets.
- Clients: L'Oréal Paris, Just Eat, Sky, Mastercard, ITV, Verizon, and others.

Key Projects:

- *L'Oréal Paris – Sunkisser Blush* (Talent: Grace Larry) (Agency – McCann London, Craft Spain)
- *L'Oréal Paris – Revitalift* (Talent: Dr Ophelia) (Agency – McCann London, Craft London)
- *The Co-Op – Big Zuu's Christmas Campaign* (Talent: Big Zuu) (Agency – Mullen Lowe IPG Studios)
- *Just Eat – UEFA Just Eat Football* (Agency – McCann London, Craft London)
- *Mastercard – Save the Children* (Talent: Jordan Henderson, Alvaro Morata, Giorgio Chiellini) (Agency – McCann London, Craft London)
- *Sky – Sky Adsmart Gaming* (Talent: David Beckham) (Agency – McCann London)
- *Akzo Nobel – Cuprinol, Dulux, Sikkens* (Agency – Ogilvy, McCann London)
- *Microsoft Biotopes and Clifton Coffee – Save the Children* (Agency – McCann London, Craft NY and Craft London)

Film Creatives

Senior Producer / Director

February 2016 – May 2019

- Scoped, budgeted, and scheduled projects across all production stages.
- Presented creative treatments and casting selections to clients.
- Collaborated with creatives and managed post-production workflows.
- Delivered high-visibility TVC and social content, increasing client revenue.
- Clients: Red Points, Dell Solutions, O2 Wireless, Sainsbury's, CPL Entertainment.

Freelance Senior Producer / Director

Clients: Spring Studios, Hogarths, Wella, Soap & Glory, Lego Land, Euro Car Parks, and others.

LEADERSHIP & INITIATIVES

- Led productions with teams of up to 50 people, ensuring smooth execution.
- Founded and led the Craft Academy at McCann London, mentoring up-and-coming talent.

SELECTED WORKS

- **L'Oréal Maybelline** - [View Here](#)
- **Sky Adsmart** - [View Here](#)
- **Co-Op's Christmas Campaign with Big Zuu** - [YouTube](#)
- **Verizon Enterprise Intelligence Campaign** - [YouTube](#)
- **Just Eat UEFA** - [Vimeo](#)

EDUCATION

- **BA** – Film Directing and Producing, London Film Academy
- **BA** – Retail Business Management, Cape Town University of Technology
- **Certificate** – Directing, Open Horizon's Talent UK
- **Diploma** – Directing and Theatre Acting, New Africa Theatre Association

SKILLS

- **Software:** Excel, PowerPoint, Vantage, Adobe Premiere Pro, Adobe After Effects, Final Cut Pro X, DaVinci Resolve
- **Cameras:** Black Magic 6K, SONY, Red Scarlet
- **Languages:** Native English, Fluent Afrikaans
- **Additional:** Child Protection/Safeguarding, Emergency First Aid

INTERESTS

Kayaking, running, yoga, cricket.

REFERENCES

- Jack Bayley – Executive Producer, Craft McCann London
(jack.bayley@craftww.com)
- Alec Christie – Executive Producer, Spring Studios (alec@alecchristie.com)