

# NATHAN THEYS

## Senior Producer

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*As a Senior Producer with over 8 years of experience, I have led production teams of up to +-50 people, managing budgets as little as £5K to up to £1 million. At McCann World Group Craft London, I worked on multiple productions simultaneously producing sometimes five to seven productions at a time collaborating with creative teams, clients, budget handlers and talent. Throughout my career, I've used my skills to ensure seamless project execution, from pre-production to final delivery, consistently meeting client expectations and maintaining budget control and protecting the companies revenue. As to my own initiative I launched the Craft Academy at McCann London, demonstrating my leadership in mentoring and developing new talent.*

## EXPERIENCE

### McCANN WORLD GROUP CRAFT LONDON

**Senior Producer** | June 2019 – Aug 2024

- *I used advanced management skills and budgeting skills (using excel and smart sheets) to oversee allocated budgets for productions up to £1 million for pitches.*
- *Meticulously I planned and scheduled production stages (using powerpoint and excel systems) in partnership with clients and account teams to reach their requests and deadlines.*
- *I collated information from all teams to develop and lead Pre-PPM and PPM meetings for clients, creatives and the accounts team (using powerpoint, excel and adobe premier systems)*
- *I made sure that the creative and accounts teams were aligned to shape decks and concepts.*
- *With my management skills I supervised castings (using powerpoint and excel systems) with casting agencies and casting directors using the brief from creatives. I then created a deck to pitch talent to the clients and creatives.*

- Secured competitive crew, production, and location rates to maintain budget control.
- Directed all production stages, including NDA management, insurance, talent agreements, and client needs.
- Collaborated with the post-production team to guarantee timely delivery of TVC and social media content.
- Delivered live stream videos (using teams, OBS and other platforms) and executed talent contracts.
- Ensured 100% accurate budget reconciliations.

### **Key Projects and Clients:**

- 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)

### **Other Clients**

Verizon, Reckitt (Dettol, Nurofen), Mr Kipling, TSB Bank, Ogilvy, Mullen Lowe, Boots, Brit Awards, COP26 Dettol, Waldo, Mastercard Cannes, Phoenix, Trade Desk, The Woman's Association.

### **FREELANCE WORK AS SENIOR PRODUCER**

**Senior Producer** | Feb 2016 – May 2019

- I used my producing management skills to oversee and management allocated budgets for pitches, where I collaborated with demanding creatives and executives.
- I used my creative skills to supervise castings, whilst orchestrating production schedules, and coordinating post-production deliverables.

- *Produced and sometimes directed TVC and social media content production with 100% accuracy for demanding clients.*
- *With my high level of professionalism and an eye for detail, I secured talent contracts and finalized production budget reconciliations.*

### **Key Clients:**

*Red Points, Century Media, Northern Music, Dell Solutions, Kayak Productions, Sainsbury's, O2 Wireless, Barbican South London Gallery, Spring Studios, Hogarths, Soap and Glory, Wella, Access All Areas, Euro Car Parks, Sharky and George, Lego Land, Quintessentially*

## **LEADERSHIP SKILLS**

- *I initiated, launched and spearheaded the Craft Academy at McCann London.*
- *I work well under high pressure and I can make the production team feel relaxed and the production team feel that they are working in safe hands.*

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

## **SKILLS AND INTERESTS**

**Software:** Excel, PowerPoint, Vantage Reports, Adobe Premier Pro, After Effects, Final Cut Pro X, DaVinci Resolve

**Cameras:** Black Magic 6K, SONY, Red Scarlet

**Languages:** Native English, Fluent Afrikaans

**Interests:** Kayaking, running, yoga, cricket

**Certifications:** Child Protection (Level A), Advanced Behaviour Training, Emergency First Aid

## REFERENCES

- **Jack Bayley** - Executive Producer, Craft McCann London Email: [jack.bayley@craftww.com](mailto:jack.bayley@craftww.com)
- **Alec Christie** - Executive Producer, Craft McCann, Spring Studios Email: [alec@alecchristie.com](mailto:alec@alecchristie.com)