

Katharine Cowell

Curriculum Vitae

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I am an award-winning London based Executive Producer with over 16 years of television and commercial production experience. I started my career at the BBC in Global Channels and MC&A. I have produced 360 campaigns for global markets that include TVCs, social & print. I have also produced long form documentary content & music videos. I have worked with network agencies including Ogilvy, Hogarth, VMLY&R, Wieden&Kennedy, BMB Havas, 360i & The Story Lab. I have lead teams across North America, EMEA and Pan Asia. In 2021 I completed Chartered Management Institute Level 3 Certificate in Leadership and Management. My work has been featured in Campaign, Adage and has won a Silver British Arrow.

Experience

- Scoping and managing 360 Global Campaigns across various outputs including TV, radio, print, social & OOH with over 400 + master assets.
- Working closely with creative teams up to ECD and Client Partner level to ensure creative excellence as well as deliver strong campaign work for clients
- Overseeing global teams in clearing and delivering assets for markets such as North America, LatAm and Pan Asia
- Devising production strategies to execute creative work globally including a standardisation of workflow and building key client knowledge.
- Experience engaging, contracting and casting talent including celebrities, named v/o artists, influencers, actors as well as children & 'real people'
- Experience with varied productions including macro product shoots, motion control, animals, food, beauty, location shoots and shooting abroad
- Experience working with experienced and well established independent and represented directors and production houses.
- Forecasting costs, breaking down and managing budgets. Drafting and signing SOW, PIBS, deal memos and licences.
- Experience working directly with photographers; managing and delivering print campaigns, DOOH, digital six sheets, leaderboards, MPU
- Commissioning composed music, handling complex synch agreements for well-known recording artists & music licencing.
- Strong working knowledge of camera formats and tapeless workflow including ARRI Alexa Mini, Sony Vegas Red Epic
- Managing complex CGI workstreams and overseeing 2D & 3D animation design from storyboard stage through to final delivery
- International filming (including organising visas, letters of invitation, carnets and permits) US, Japan, Spain, Kenya, Zimbabwe, Iraq & UAE
- Knowledge of current APA and BECTU rates and terms.
- Strong working relationships with highly regarded production companies, talent agencies, post houses & service companies

Hogarth Worldwide, WPP [Selected credits]

Executive Producer – Hogarth & Ogilvy Global Partnership
April 2018 – Present

VML/Y&R	No7 Future Renew	TVC, Social & Print [Global]	2023	New Product Launch
Ogilvy	Vodafone / iphone 15	TVC & Social	2023	iphone 15
VML/Y&R	Boots Summer 2023	TVC & Social	2023	Summer Campaign
Ogilvy	AkzoNobel	TVC & Social	2023	TVC Campaign & Social
Ogilvy – Open x	Sprite [The Coca Cola Company]	TVC & Social	2022	Global Asset Toolkit [400 assets]
Ogilvy/Pharm	No7 Future Renew	TVC, Social & Print [US/UK]	2022	New Product Launch
Ogilvy/Pharm	No7 LCBS	TVC, Social & Print [US/UK]	2022	Re-Launch
Ogilvy/Pharm	No7 Menopause	TVC, Social & Print [US/UK]	2022	New Product Launch
Ogilvy/Pharm	No7 Revival 2.0	TVC, Social & Print [US/UK]	2022	Re-Launch
Ogilvy/Pharm	No7 Pro Age R&R	TVC, Social & Print [US/UK]	2021	New Product Launch
Ogilvy/Pharm	Boots	Summer Campaign 2021	2021	Featured in Adage
Ogilvy/Pharm	No7 Revival	Global Asset Toolkit	2021	Featured in Campaign Magazine
Ogilvy	No7 Retinol	TVC, Social & Print [US/UK]	2021	Global Asset Tool Kit
Ogilvy	Boots Livewell	Online	2020	Featuring Meg Matthews
Hogarth & Ogilvy	Boots Christmas Value	TVC/Online	2019	Boots Christmas 2019
Hogarth & Ogilvy	Rolls-Royce - Zoetrope	Online & Print	2019	Featured in B2B marketing
Hogarth & Ogilvy	British Gas "Two sides of the Story"	Online	2019	Winner of a Silver British Arrow
Hogarth & Ogilvy	Boots FA Sponsorship Campaign	Online & Print	2019	Featured in Campaign Magazine
Hogarth & Ogilvy	Boots Summer Social	Online & Print	2019	Featured in Campaign Magazine
Hogarth & Ogilvy	Boots DRTV "Trusted Hands"	TVC [UK/ROI]	2018	New Product Launch

Hogarth & Ogilvy, WPP [Selected credits]

Producer
January 2018 – April 2018

Hogarth & Ogilvy	Philips S9000 Shaver	TVC (Japan) & Online	2018
Hogarth & Ogilvy	No7 Your Good Skin	Print	2018
Hogarth & Ogilvy	No7 Avenger Line Correcting Serum	Online	2018

TSL Studio, Dentsu [Selected credits]

Producer
October 2016 – December 2017

Rachels	Natural Range	OOH + social	2017
Vauxhall	Sky cinema Sponsorship Idents	Idents	2017
Match.com "Our Time"	C4 Sponsorship idents	Idents	2017
Lego Ninjago	Ninja Warriors / Ninjago	Online	2017
Calvin Klein	Lingerie (re-version)	TVC	2017
Mattel	FAB Fashionista	Online	2017
Mondelez	Philadelphia	TVC	2017
Wickes	Store offer campaigns	Radio	2017
Hovis (lower carb)	Launch campaign	Print campaign	2017
360 Security	360 Weather App	TVC	2016
Debenhams	Toy Review	Online	2016

Knock Knock Productions

[Selected credits]

Producer

December 2015 – October 2016

ITN Productions	Encounters with Evil	Title Sequence	TV CBS Reality Channel	2016
Founded	Samsung	Samsung Note 7	Online	2016
Factory labs	Head	Graphene touch	Online	2016
Threesixzero	Calvin Harris	Lyric video	Online	2016
founded	Zipcar	Thousands of uses	Online	2016
Artmix creative	Joseph Aboud	TVC (U.S)	TV	2016
360i	Enterprise		Online	2015

Freelance Producer

[Selected credits]

RKCR	Visit Britain	OMGB Campaign	Online	2015
BMB Agency	LEGO	Legofriends Florida	TVC	2015
BMB Agency	New balance	Social content	Online	2015
BMB Agency	Rubicon Zee	Sponsorship Idents	TV	2015
OB Management	Atlantic Records	Clean Bandit	Stronger	2015
OB Management	Island/Universal	Sway Clark II	Secret Garden	2014
OB Management	Island/Universal	Elli Ingram	All Caught Up	2014

TONI&GUY Media

Freelance Producer

January 2013 – December 2015

- Producing fashion films for TONI&GUY sponsored shows at London Fashion Week including Giles Deacon & Pam Hogg
- Working closely with the TONI&GUY Global Brand Director in conceptualising and producing all the promotional content for TONI&GUY TV
- Liaising with clients such as Wella, L'oreal and label.m about educational and promotional content relating to their products.
- Producing the annual TONI&GUY campaigns

Myriad Global Media

Production Manager/Content Producer

June 2012- December 2012

- Setting up and managing international productions in Abu Dhabi, Dubai, Iraq, Canada, China & Kenya
- Managing international film crews including their flight, visa, CARNETS/ risk assessments/ shooting schedules
- Liaising with clients such as Maersk, Chevron, Fluor, ZADCO, Tullow Oil and Petrochina
- Commissioning and liaising with directors & script writers to produce documentaries & content films
- Re-versioning films into Arabic, Russian and Chinese ensuring subtitle and caption accuracy

TONI&GUY TV (Internal Channel transmitted in all UK TONI&GUY and global salons)

TV Production Manager

June 2011 – June 2012

- Overseeing the filming and delivery of content of 40 fashion shows at London Fashion Week spring/ summer and Autumn/winter

British Broadcasting Corporation (BBC)

Previews and Promo Co-ordinator, MC&A, BBC

January 2010 – June 2011

- Co-ordinating and editing clip requests for BBC content for Programs such as *Daybreak*, *GMT* and *This Morning*
- Preparing and handling broadcast materials ensuring adherence to transmission deadlines
- Drawing up contracts for new requesters ensuring the correct BBC legal processes are in place

BBC Worldwide

Program Planner. Poland, EMEA, Global Channels

July 2008 to January 2010

- Planning the presentation of the cbeebies Polish channel by adhering to marketing principles

BBC Worldwide

Program Planning Assistant Poland, EMEA, Global Channels

February 2008 – July 2008

- Researching programs, writing program synopsis and conducting research on EMEA Channel performance

EDUCATION AND QUALIFICATIONS

2003–2005

Bachelor of Arts, Majoring in Communication and Cultural Studies (Distinction average)

University of Wollongong, NSW Australia

- 2021 - Chartered Management Institute Level 3 Certificate in Leadership and Management.
- Strong working knowledge of Adobe CC (Premier Pro, Illustrator, Photoshop, InDesign and basic After Effects)
- Proficient use of Concur, SAP & Maconomy
- BBC accredited Final Cut Pro training
- SAP/BBC Editorial guidelines/BBC Safeguarding Trust
- Strong working knowledge of all Microsoft packages
- Intermediate to advanced Italian, Basic Spanish