Katharine Cowell

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PROFILE

A London based award-winning Executive Producer working in broadcast TV, commercials and branded entertainment. I've collaborated with some of the world's biggest brands, renowned directors and production companies across the globe. I excel at uniting high-performing teams across North America, Europe and LatAm, delivering exceptional results and adeptly translating creative visions into impactful 360 campaigns.

Currently I bring my expertise to Hogarth & Ogilvy, part of WPP (Creative Company of the Year 2024). I hold a Chartered Management Institute Level 3 certification in Leadership and Management. I am developing my expertise in the utilisation of AI workstreams

My work has been featured in Campaign and Adage and has won a Silver British Arrow. I'm looking for leadership opportunities in the creation and development of 360 campaigns and branded entertainment.

EMPLOYMENT & EXPERIENCE

- Executive producing global campaigns for No7, Coca-Cola & Sprite across various outputs including TV, Social, digital, radio, print & OOH
- Collaborating with renowned directors & production companies in Africa, North America, EMEA & Europe
- Developing longer form branded entertainment & content series targeting Gen-Z and creating platform specific content
- Producing and developing influencer driven content for multiple platforms, targeting Gen-Z & millennial audiences
- A member of the AI championship & leadership team within WPP and developing a strong understanding of AI in marketing and production.
- Utilising the WPP network to connect and learn with other agencies about experiential, VP workflow, AR, VR & 360.
- Experience working with and overseeing global production & marketing teams across North America, LatAm, EMEA and Asia
- Commissioning composed music & overseeing complex synch agreements including master/ publishing rights for well-known recording artists
- Leadership and relationship building and strong negotiation skills.

Hogarth Worldwide, WPP [Selected credits]

Executive Producer – Hogarth & Ogilvy Global Partnership Team

April 2018 – Present

VML/ Pharm	No7 NPD Global Campaign	Global 360 TVC Campaign	2025/26	NPD & Refresh
Ogilvy/ Open X	Sprite Spicy Trials Season Two	Social First campaign	2025	Well-known influencers
Ogilvy/ Open X	Sprite Summer 2025	Global 360 TVC Campaign	2024	Feat. Doechi *Boiled Peanuts*
Open X	Sprite Spicy Trials Season One	Social – Branded Entertainment	2024	Harry Kane & other footballers
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/ 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, WPP [Selected credits]

Producer

January 2018 – April 2018

- Strong working relationships with senior level management including ECDs, managing partners and strong client relationships.
- 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 varied style of productions including macro product shoots, motion control, animals, food, beauty, location shoots and shooting abroad
- Working with well-known directors and production houses across comedy, action, food & lifestyle & TV
- 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

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

- 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 (organising visas, letters of invitation, carnets and permits) Spain, Germany, US, Japan, Spain, Kenya, Zimbabwe, Iraq & UAE
- Strong working relationships with highly regarded production companies, talent agencies, post houses & service companies

Vauxhall	Sky cinema Sponsorship Idents	Idents	2017
Lego Ninjago	Ninja Warriors / Ninjago	Online	2017
Mattel	FAB Fashionista	Online	2017
Mondelez	Philadelphia	TVC	2017
Hovis (lower carb)	Launch campaign	Print campaign	2017
360 Security	360 Weather App	TVC	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
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	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 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 inc.
- 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
- Researching programs, writing program synopsis and conducting research on EMEA Channel performance

EDUCATION AND QUALIFICATIONS

- 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.
- AI, Business & The Future of Work – COUSERA
- AI Awareness Fundamentals 1 & 2
- AI Elevate: Deep Dive & AI Accelerate Leadership
- Generative AI for Business Leaders
- Strong working knowledge of Adobe CC (Premier Pro, Illustrator, Photoshop, InDesign and basic After Effects)
- Completion BBC Safeguarding trust & editorial guidelines.
- Intermediate to advanced Italian, Basic Spanish