

NICK READ | PRODUCTION

526 Grove St. • San Francisco, CA 94102 • 415-601-4625 • SS# 624-75-2282 • nick@nickread.net

PROFILE

Enterprising and energetic, I am passionate about attaining the best results from every project I undertake. I have gained considerable organizational and technical experience from producing shoots throughout the world and on a range of differing media formats. I meet tight deadlines, deliver great results, and achieve profitable return. Having been responsible for a fast paced production office has enabled me to master my leadership qualities and interpersonal skills. I am a great believer in the team ethic and take great pleasure in teaching others while also learning new methods and techniques. I enjoy being continually challenged, stretching my abilities and skills to the limit.

- Produced shoots on 35mm, 16mm & 8mm, High Definition and Standard Definition.
- Delivered productions in Standard Definition, High Definition, 35mm Cinema print and numerous digital deliverables.
- Attained an excellent working knowledge of lighting and camera techniques and equipment.
- Profound understanding of post-production processes on Flame, Smoke, Combustion, Spirit, Maya, After Effects, Final Cut Pro, Avid and Quicktime.
- Produced for clients such as Sony Playstation, Nike, Volvo, Symantec, Westfield, Mizuno, Wilson, Eidos, Turner Classic Movies, the London 2012 Olympic Bid, DKNY, GAP, Charles Schwab, Orange and eBay.
- Worked with creative agencies such as Beattie McGuinness Bungay, Leo Burnett, Beechwood, Archibald Ingall Stretton, RPM, Euro RSCG Worldwide, Publicis and The Concept Farm.

CAREER

07/10-12/10

Freelance Producer, Mekanism, San Francisco, California, USA.

- Post Produced; eBay '**Love to Give**' campaign (Director: Tommy Means), GAP '**Want**' campaign (Director: Matt Lenski), GAP '**Denim**' (Director: Courtney Brooker) and DKNY 'Core Club Video' (Director: Ian Kovalik).
- Produced winning pitches for Publicis '**Orange**' & Pepsi '**AMP**'.
- Hired and managed Rotoscoping teams for Schwab '**Core 6**'.

06/10-07/10

Freelance Producer, 129 Creative, Oakland, California, USA.

- Post Produced; Pandora '**How Pandora Works**' and Mindjet '**Mind Manager 9**' (Director: Adam Glickfield).
- Covered Executive Producer / Owner for paternity leave.

03/09-05/10

Producer, GB Films, Oakland, California, USA.

GB Films is a creative production house specializing in film, video and rich media content for the advertising industry.

- Produced productions in Los Angeles, New York and the San Francisco Bay area ranging from \$15,000 to \$150,000.
- Developed strong working relationships with freelance personnel, sound and graphic houses in the Bay Area.
- Researched and developed cutting edge workflows having used the RED ONE camera, the Canon 5D Mark II and other digital formats.
- Lead Producer at GB, overseeing the day-to-day operational management of the company's in-house editorial studio and production office.
- Administered company rebrand and website redesign.
- Acted as GB's Post Production supervisor- worked on Flash animation websites, full animation videos and Special Effect shoots.

12/06-11/07

Head of Production, Loki, Soho, London, United Kingdom.

Loki is an advertising production company, acting both as a conventional production company and as a creative agency. Loki is a member of the APA (Advertising Producers Association).

- Orchestrated producers, production managers and assistants in timely

- and profitable delivery of all company productions.
- Oversaw an annual income of \$1.5 million, establishing a net profit of \$600,000 (2007).
- Produced films from \$20,000 to \$300,000.
- Budgeted and scheduled all company pitches, winning work as a team and independently.
- Supervised the in-house production office and the post-production studios, including recruitment of freelance staff and editors.
- Trained all company and freelance personnel.
- Responsible for production company insurance and legalities (i.e. production contracts, agreements, risk assessments etc.)
- Responsible for company re-branding and marketing.
- Acted as the Managing Director in his absence.

03/05-12/06

Production Manager, Loki, Soho, London, United Kingdom.

- Managed productions from initial creative stage to final delivery.
- Personally oversaw production budgets totaling \$825,000, generating a net profit of \$300,000 (2006).
- Created workflow models and templates to ensure the smooth management of company productions.
- Loki / Clearcast liaison. Responsible for clearing television commercials through the UK broadcasting regulatory body, submitting substantiation, scripts and final deliverables to Clearcast and TV stations.
- Negotiated usage rights with actors' agents and obtained music licenses.
- Managed company accounts. Responsible for sending out sales invoices, authorizing purchase orders and submitting the company UK Tax return.
- Acted as the producer and director on lower budget projects to maximize their budgets.

SELECTED PROJECTS

Producer, GB, Oakland, California, USA.

- **'V60'**, art film for Volvo's website figuring their 'yet-to-be-released' V60 model. Agency: GB Films, Client: Volvo, Director: Andy Hill.
- **'Windows Migration'**, YouTube commercial publicizing Symantec's services to help their customers migrate to the new Windows 7 platform. Agency: GB Films, Client: Symantec, Creative/Director: Andy Hill.
- **'HAL'**, latest in the series, bringing the old comic format with a new CGI twist. Agency: GB, Client: Symantec, Creative/Director: Andy Hill.

Producer, Loki, Soho, London, United Kingdom.

- **'Planet Europe'**, a series of 'day in the life' films profiling six European cities. Commissioned to accompany the launch of the Sony PSP's Lonely Planet Guides. Agency: Loki, Client: Sony Computers, Creative/Director: Phil Taylor.
- **'Granny' and 'Cowboy'**, viral campaign to market the launch of Eidos' 'Reservoir Dogs' computer game. Agency: Loki, Client: Eidos, Creative/Director: Laurie Castelli.

EDUCATION

09/99-06/03

MA Joint Honours in Theatre, Film and Television Studies.
The University of Glasgow, Glasgow, United Kingdom.
 Upper Second-Class (2:1)

ADDITIONAL SKILLS

- Proficient user of Final Cut Pro, DVD Studio Pro, Photoshop, Microsoft Office applications and both Macintosh and Windows-based operating systems.

INTERESTS

- Strong background in the arts, especially film, theatre and photography.
- Passion for travelling and foreign cultures, having travelled extensively around the world.
- Avid long distance runner, triathlete, field hockey, rugby and squash player, scuba diver, mountaineer and cook.

REFERENCES

- Professional and personal references available on request.