

Sarah Shepherd Production Manager

Senior Production Manager and Producer with 20+ years' experience delivering high-end commercial, branded content, TV promo, and global campaign work. Extensive experience managing large-scale productions across the UK and internationally, overseeing budgets, schedules, crews, post-production, and delivery for leading brands, agencies, and broadcasters.

Calm under pressure, highly organised, and trusted by directors, agencies, and clients to deliver complex productions on time and on budget.

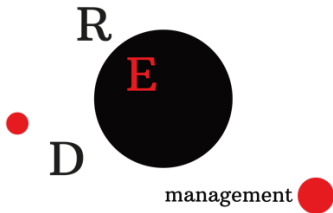
CREDIT LIST:

PRODUCER / LINE PRODUCER: (from bidding through to delivery unless otherwise specified)

Stranger Than Fiction	Short Film	Friday Night Flop	Simon Friedberg	
NHS	Documentary	Palliative Care in Prisons	Mat Beckett	
Fresh Film	Neom Project	Architects	Clay Jeter	Line Producer (service job)
Heads Up	Dyson	Hair Care	Nick Satchell	
Gleam Studios	Nivea	E4 idents	n/a	
Gleam Studios	TFL	Ulez Expansion	Mat Beckett	
Gleam Studios	GoDaddy	Good Causes	Mat Beckett	
LadBible	3 months budgeting and initial pre-production over a number of jobs			
Vice	National Lottery	Ticket for Ticket		Post Producer
Milkmoney	Standard Chartered	LFC Commentary	David Ransom	
HKX Prods	Plymouth Gin	TV Idents	Prakash Nathan	
HKX Prods	Estrella	Jose Pizarro	Adam Stone	
HKX Prods	Dept of Education	Life Lessons	Anna-Rose Kerr	
HKX Prods	Hoppy (radio ad)	Hoppy	Jump	
HKX Prods	King of Thieves	Talent interviews	Alex Tizzard	
HKX Prods	Le Crxssing	Eddie Izzard	Alex Tizzard	
HKX Prods	Everclean	Yearly stills	Jo Sax	
HKX Prods	Everclean	Content	JP Lewis	
HKX Prods	Gardman	TV idents	Stephen Ashwell	
HKX Prods	Abreva	Abreva	Alex Cooper	
HKX Prods	Huawei	The Race	Richard de Aragues	
HKX Prods	Zovirax	Content films	Tim Walker	
Kream	Iceland TVC	Christmas	Richard Laxton	
Kream	Boursin	Christmas	Phil Ashley	
Kream	Maria Casino TVC	Welcome	Guillaume Panariello	
Kream	Onken	Spoonfullness	Picasso	Agency Producer
Kream	Boursin	Tres Serious	Phil Ashley	
Kream	Just Eat	Content	Kathryn	
Kream	MagicAdd	Content	Kathryn	
Annex Films	Nestle	Dance	Joe Marcantonio	
Annex Films	Homepride	TV Idents	Mike Oughton	
Annex Films	Homesense	Content	Joe Marcantonio	

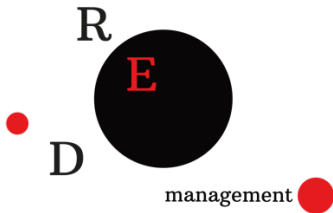
PRODUCTION MANAGER:

PRODUCTION CO	CLIENT	TITLE	DIRECTOR	PRODUCER
Knucklehead	Cancer Research UK	Race for Life	Marvin Jay Alvarez	Tim Katz
Form Films	MedExpress	Say What Now	Lachlan Dickie	Vanessa Hetherington
Where It's Greater	Nike Jordan / Complex	Coldest in the Game	Decatur Dan	Jake Cassidy
Packer Productions	Menstrual Health Project	Endometriosis	Zeynep Oguz	Chris Cable
Fresh Film	Dove	Cosmos	Julien d'Andon-Fandon	Simon Petter
Fresh Film	Ariel	Peter Crouch 2	Sye Allen	Richard Carter-Hounslow
PPL	Postcode Lottery Group	When Dolly Met Rickard	Dan	Chris Cable
Fresh Film	Dove	Dauphine	Luiza de Moraes	Richard Carter-Hounslow
Fresh Film	Ariel	The Big One	Sye Allen	Richard Carter-Hounslow
Outsider	People's Postcode Lottery	Thank You	J Marlow	Chris Cable
Fun City	Al company	Fun City	Steve Webb	Gary Bryman



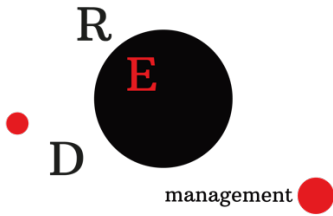
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Red Bee	Scripps Networks	HP Food Network	Caswell Coggins	Simon Sanderson
Truro Productions	Entertainment Weekly	Rings of Power	Ent. Weekly	Susannah Phillips
Rattling Stick	Just Eat	Welcome to London	Dominic O'Riordan	Jason Oakley
Hunky Dory	Snapchat	Euros 24	Claire Norowzian	Vanessa Hetherington
Hunky Dory	Visa	Olympics	Jason van Bruggen	Vanessa Hetherington
Fresh Film	Under Armour	Unstoppable	Naz Abraham	Simon Potter
Knucklehead	Shelter	Made in Social Housing	Siri Bunford	Tim Katz
Heads Up	Dyson	Hair Care 2	Nick Satchell	Emilia Reid
Mill+	BYD	UEFA	Dan Gifford	Vanessa Hetherington
U La La	Jimmy Choo	I Want Choo	Helmi	Ayo Davis
Pretty Bird	EBay	Parts	Robert Wilkins	Vanessa Hetherington
Hunky Dory	Seriously Cheese	Spreadable	Dan Castella	Vanessa Hetherington
Hunky Dory	Asda	Wasting Time	Tom Marshall	Vanessa Hetherington
Hunky Dory	Phillips	E-Mop	Paul Butterworth	Vanessa Hetherington
Just Fred	Ed Sheeran	Summer Anthem	Nic Minns	Mauricio Von Trapp
Flipt	Home Instead	The Calling	Alex Dunning	Trent Simpson
Caviar	McDonalds	World Cup	Darius Marder	Vanessa Hetherington
2am	Fox's Biscuits	Indulgent Centres	Jason Lowe	Chris Cable
Rattling Stick	EE	Parachute	James Grey	Amy Appleton
Annex Films	Top Gear	New Series promo	Jako	Basil Stephens
Milkmoney	Expedia	Explore the City	Will Innes Smith	Samantha Farrance
Milkmoney	Ibis Hotels	Music 2	David Ranson	Sam Collins
Milkmoney	Ibis Hotels	Music 1	Alex Cribbs	Sam Collins
Milkmoney	Standard Chartered	"Stand Red" LFC	Jacques Salmon	Natalie Price
Milkmoney	Standard Chartered	"Stand Red: Players	Jacques Salmon	Natalie Price
Milkmoney	Standard Chartered	Intl Women's Day	Laura Biorgio	Sara Nouman
Milkmoney	Standard Chartered	Paisley Family	Will Innes Smith	Laura Authier
Milkmoney	Mastercard	Girls4Tech	David Ranson	Natalie Price
Milkmoney	Standard Chartered	LFC "Walk Alone"	David Ranson	Natalie Price
Milkmoney	Chivas	What is Manchester Utd	Chris Ranson	Sarai Carson
Milkmoney	Chelsea FC	Drogba "World Class"	David Ranson	Luke Fraser
Milkmoney	Ibis Hotels	Styles	David Ranson	Luke Fraser
Milkmoney	Mastercard	Priceless	Dominic O'Riordan	Sam Collins
Milkmoney	Hotels.com	Pillow Talk	James Kibbey	Sarai Carson
Milkmoney	Chivas	Success	Chris Ranson	Sarai Carson
Milkmoney	Shell	Future Thinkers	Richard Mullane	Sarai Carson
Kream	Iceland	Summer	Stephen Pipe	Debbie Impett
Annex Films	Nurofen	Babies	Sebastian Petrelli	Fred Robinson
Annex Films	Veet	Circus	Nova Dando	Hans Elias
Annex Films	See U Again	TV Drama	service job - China	Basil Stephens
Annex Films	Slimfast	Kelly	Karen Lamond	Basil Stephens
Annex Films	Sky Vegas	TV idents	Oscar Cariss	Fred Robinson
Rabbit	Intercontinental	Hotels	Dan Mitchell	Mike Salter
Annex Films	Find My Past	Introduction	Simon Aboud	Hans Elias
Annex Films	Habitat	The Kiss	Miles Aldridge	Hans Elias
Annex films	Harpic	Bowl	Simon Page-Ritchie	Hans Elias
Annex Films	Iceland	Peter Andre	Oscar Cariss	Hans Elias
Annex Films	John Frieda	Boots	Paul Barulis	Hans Elias
Annex Films	Kelloggs	Family	Carl Prechezer	Hans Elias
Annex Films	Luther	TV promo	Oscar Cariss	Fred Robinson
Annex Films	Braun	Glow	Paul Barulis	Hans Elias
Annex Films	Curanail	Races	Fatima	Fred Robinson
Annex Films	Microsoft	Sidemen	Joe Marcantonio	Basil Stephens
Annex Films	Travel Republic	Summer	Oscar Cariss	Fred Robinson
Annex Films	Always	Walk Home	Fatima	Fred Robinson
Annex Films	Always	Sleeper	Fatima	Fred Robinson
Annex Films	Ford	Racetrack	Jako	Fred Robinson



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Annex Films	Durex	Embrace	Sebastian Petretti	Hans Elias
Annex Films	Ford Transit	Strong	Kit Lynch-Robinson	Fred Robinson
Annex Films	Harpic	Power	Simon Page-Ritchie	Hans Elias
Annex Films	Kelloggs	Breakfast	Carl Prechezer	Hans Elias
Annex Films	Nokia	Flyers	Jako	Fred Robinson
Annex Films	Superdrug	Haircare	Paul Barulis	Basil Stephens
Annex Films	Wickes	Made with Hands	David Baksh	Hans Elias
Annex Films	Bonjela	Faces	Paul Barulis	Fred Robinson
Annex Films	Cillit Bang	Pink	Karen Lamond	Hans Elias
Annex Films	E45	Skin	Paul Barulis	Fred Robinson
Annex Films	Aquafresh	Apartment	Fatima	Fred Robinson
Annex Films	Cadbury's	Crispello	Simon Page-Ritchie	Fred Robinson
Annex Films	Kenco	Rupert Everett	Susanna White	Fred Robinson
Annex Films	Listerine	FIFA	Paul Barulis	Fred Robinson
Annex Films	Morrisons	Market Street	Oscar Cariss	Fred Robinson
Annex Films	Motors.co.uk	Intro	Oscar Cariss	Fred Robinson
Annex Films	Pantene	Brunette	Charles Mehling	Hans Elias
Annex Films	Immodium	Tablets	Paul Barulis	Hans Elias
Annex Films	Samsung	Galaxy S4	John X Carey	Hans Elias
Annex Films	Airwick	Box	Fatima	Hans Elias
Annex Films	Always	Rules	Fatima	Fred Robinson
Annex Films	Cillit Bang	Horse	Chris Nelson	Hans Elias
Annex Films	Debenhams	Summer	Paul Barulis	Fred Robinson
Annex Films	Head & Shoulders	Party	Fatima	Hans Elias
Annex Films	Flora	Spread	Simon Page-Ritchie	Fred Robinson
Annex Films	Asda George	Spring	Karen Lamond	Basil Stephens
Annex Films	Asda George	Autumn	Karen Lamond	Basil Stephens
Annex Films	Asda George	Summer	Karen Lamond	Basil Stephens
Annex Films	Asda George	Christmas	Karen Lamond	Basil Stephens
Annex Films	HSBC	Rugby World Cup	Tran an Hung	Fred Robinson
Annex Films	Sainsbury's	Xmas Food	Simon Page-Ritchie	Fred Robinson
Annex Films	Westfield	We Are Fashion	Mariano Vivanco	Hans Elias
Annex Films	Westfield	XMAS	Paul Barulis	Hans Elias
Annex Films	Senokot	Afternoon	Paul Barulis	Hans Elias
Annex Films	Airwick	Idents	Fatima	Hans Elias
Annex Films	Always	Glamour	Fatima	Fred Robinson
Annex Films	Calve Foods	Europe	Fatima	Fred Robinson
Annex Films	Clairol	New Haircare	Fatima	Hans Elias
Annex Films	Ecover	Spring	Karen Lamond	Fred Robinson
Annex Films	Debenhams	Idents	Paul Barulis	Fred Robinson
Annex Films	Gardaland	Dragon ride	Luc Janin	Fred Robinson
Annex Films	Gaviscon	Men	Luc Janin	Hans Elias
Annex Films	iRobot	House	Luc Janin	Hans Elias
Annex Films	Max Factor	tabletop	Stephane Vallee	Fred Robinson
Annex Films	Rimmel	Kate	Charles Mehling	Fred Robinson
Annex Films	Rimmel	Vinyl Lip Gloss	Charles Mehling	Fred Robinson
Annex Films	Special K	Swim	Karen Lamond	Fred Robinson
Annex Films	Sunsilk	Blonde	Paul Barulis	Hans Elias
Annex Films	Vanish	Geisha	Fatima	Hans Elias
Annex Films	Westfield	White City	Fatima	Hans Elias
Annex Films	Airwick	Lake	Fatima	Hans Elias
Annex Films	Benylin	Idents	Luc Janin	Fred Robinson
Annex Films	Debenhams	Idents	Paul Barulis	Fred Robinson
Annex Films	Dove	Shower	Fatima	Hans Elias
Annex Films	Galaxy	Minstrels	Karen Lamond	Fred Robinson
Annex Films	Green Tomatoes	Graffiti	Luc Janin	Fred Robinson
Annex Films	Kit Kat	Roll	Luc Janin	Fred Robinson



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Crunchy Nut
Max Factor
L'Oreal
Rimmel
Samsung
Special K

Trolley
New Lash Mascara
Makeup
Zooney
Chelsea FC
Staircase

Chris Nelson
Fatima
Fatima
Charles Mehling
FAQ
Fatima

Fred Robinson
Fred Robinson
Fred Robinson
Fred Robinson
Hans Elias
Fred Robinson

EXEC PRODUCER:

Executive Producer – Raygun London

Jan 2025 – Jul 2025

- Executive Producer for the inaugural Art Basel Awards
- Oversaw original branding, website setup, social content, nominee films, and live awards delivery in Basel
- Managed multiple stakeholders, international schedules, and creative teams

Executive Producer – Vice Media

Apr 2021 – Feb 2022

- Oversaw 100+ branded content films and stills across 22 countries for a single global client
- Briefed and managed multiple production companies around the globe
- Ensured consistency of production value across all outputs
- Oversaw post-production and final delivery

LOCATIONS

Shot on location in: Brazil, Switzerland, France, Italy, Spain, Germany, Ibiza, Ukraine, Iceland, Egypt, South Africa
Production Managed shoots in: Mallorca, Argentina, China, Hong Kong, Australia, Thailand, USA,

SKILLS & DELIVERY

- Large-scale budgeting & scheduling
- International production & service jobs
- Talent & director management
- Clearcast & Copy Central submissions and approvals
- AdGreen trained
- Delivery via Peach and broadcast platforms