

Nicola Sims Producer/Line Producer/PM

FREELANCE CREDITS INCLUDE:

PROD CO	PRODUCT	DIRECTOR	PRODUCER	LOC/STUDIO	ROLE
Caviar	Google	Peter Novosel	Hannah Cooper	Studio	PM
Superprime	GrubHub	Yorgos Lanthimos	Chris McBride	Location	Celebrity PM
Rogue	Premier Inn	Simon Ratigan	Nicola Sims	Location	Producer
Rogue	National Trust	Simon Ratigan	Nicola Sims	Location	Producer
Rogue	Co-Op	Simon Ratigan	Nicola Sims	Location	Producer
MJZ	EA Sports	Gary Freedman	Ray Leakey	Location	PM
Flint	Apple	Renato Amaroso	Renzo Vasquez	Location	PM
Magna	Lululemon	Hector Dockrill	Luke Goodrum	Location	Stills Producer
Rogue	Sky	Scott Lyon	Sara Cummins	Loc & Studio	PM
Caviar	Dove	Ben Mege	Lucy Sherwood	Location	PM
Rogue	Arla	Scott Lyon	Maddy Easton	Prep	PM
ProdCo	Hyundai	Art Practice	Doochy Moulton	Loc & Studio	PM
ProdCo	Riyadh Season	Leigh Powis	Theo Hue Williams	Location	PM
Object & Animal	Rimowa	Jordan Hemingway	Dulcie Kellett	Location	Celebrity PM
Progress	TAG Heuer	Jon Enoch	Nicola Sims	Studio	Stills Producer
WhoWotWhy	Moju	Matt Gooden	Nicola Spence	Studio	PM
Collective Studio	Biotiful	James Lovick	Nicola Spence	Location	PM
ProdCo	Samsung	Mackenzie Sheppard	Sara Cummins	Location	PM
Biscuit	British Heart Foundation	Ben Strebel	Sam Chitty	Loc & Studio	Line Producer
Smuggler	HBO	Adam Berg	Ben Croker	Location	Wardrobe PM
Merman	Google	Terrence Malick	Nicola Sims	Location	Producer
Mill+	Burberry	Daryl Chase	Josh Davies	Location	PM
Sonny	McDonalds	Frederik Bond	Sara Cummins	Location	PM
Ist Ave Machine	Jose Cuervo	Marc Reisbig & Miguel Espada	Christabelle Stone	Studio	PM

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Progress	Mazda	Stuart Hackshaw	Nicola Sims	Location	Producer
Madam	Masterclass Lewis Hamilton	Howard Greenhalgh	Genevieve Summers	Studio	PM
Independent	EE	Johnny Hardstaff	Sara Cummins	Studio	PM
Progress	TAG Heuer	Ben Lankester	Nicola Sims	Location	Producer
Independent	Audi	Johnny Hardstaff	Verity White	Location	PM
Moxie	BT Sport	Ben Wheatley	Claire Jones	Location	PM
Soft Target	Signal	Howard Greenhalgh	Genevieve Summers	Studio	PM
Madam	LG	Howard Greenhalgh	Genevieve Summers	Studio	PM
Pulse	Moy Park	Johnny Hopkins	Nicola Sims	Location	Producer
Sonny	Thomson	Frederik Bond	Sara Cummins	Location	PM
Red Bee	Comic Relief	Claire Norowzian	Nicola Sims	Studio	Producer
Rokkit	Guinness	Motion Theory	Nicola Sims	Studio	Producer
Rokkit	Sprite	Alex & Steffen	Nicola Sims	Studio	Producer
Smith & Jones	Jello	Ulf Johansson	Nicola Sims	Location	Producer
Smith & Jones	Old Spice	Ulf Johansson	Nicola Sims	Location	Producer
Smith & Jones	Snickers	Ulf Johansson	Nicola Sims	Location	Producer
Smith & Jones	Budweiser	Ulf Johansson	Nicola Sims	Location	Producer
Smith & Jones	Absolut Vodka	Ulf Johansson	Nicola Sims	Location	Producer
Smith & Jones	Cadburys	Ulf Johansson	Philippa Smith	Studio	Line Producer
Smith & Jones	Halifax	Ulf Johansson	Philippa Smith	Location	Line Producer
Smith & Jones	Lucozade	Ulf Johansson	Philippa Smith	Location	Line Producer
Smith & Jones	Nike	Ulf Johansson	Philippa Smith	Location	PM
Smith & Jones	Coca Cola	Ulf Johansson	Philippa Smith	Location	PM
Smith & Jones	Toyota	Ulf Johansson	Philippa Smith	Location	PM
Smith & Jones	Playstation	Ulf Johansson	Philippa Smith	Location	PM

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LOCATIONS

Locations around the world include USA, Mexico, Canada, India, Taiwan, Thailand, Portugal, Bulgaria, Czech Republic, Italy, Egypt, Sweden, Tunisia, South Africa, Romania, Hungary, Greece, Japan, Ukraine and extensively within mainland Spain plus Majorca & Ibiza, and throughout England, Scotland Wales and Ireland. I have produced many jobs in New York and Los Angeles, and for American clients in the UK.

CELEBRITY TALENT COLLABORATIONS

George Clooney, Kanye West, Jamie Oliver, Lewis Hamilton, Idris Elba, Central Cee, Max Verstappen, Rita Ora, Deontay Wilder, Liu Wen, Eric Cantona, Thierry Henry, Alex Ferguson, Wayne Rooney, Ronaldo, Cristiano Ronaldo, Ronaldinho, Paul Hollywood, Gary Barlow, Vinnie Jones, Simon Reeves & Miriam Margolyes.

FULLTIME EMPLOYMENT

PRODUCTION CO	ROLE	MONTH & YEAR FROM – TO
Progress	Head of Production	October 2021- December 2023

Responsible for overseeing every part of the production process at Progress, I was involved from pitch/budget phase through to shoot, post production and final delivery on all projects. I ensured that every job was making agreed margins by working closely with the producers/directors and continuously monitoring all expenditure. At any one time, 25+ productions were in various stages of pitch, pre and post production.

I prepared budgets for and oversaw projects of all shapes and sizes from APA rate TVCs, to stills shoots, long and short form documentaries, short films, charity ads, service jobs plus content pieces. I worked closely with both agencies and direct to clients managing their budgetary expectations - either reducing their deliverables if necessary, or raising their spend where possible.

During production I offered support and advice to in house and freelance producers, and was responsible for checking all APA/IPA contracts or issuing our own contracts if projects were direct to client. I negotiated payment dates with clients and worked with the Director of Operations to manage cash flow and stagger payments in and out of the company where necessary. I would offer guidance to the producers when negotiating and liaising with external suppliers and overseeing the sourcing and contracting of talent, voiceover artistes, locations, photographers, archive footage and music tracks.

After two years working with the company, I left Progress to return to freelance production when the owners decided to permanently close their production office at the end of 2023.

PRODUCTION CO	ROLE	MONTH & YEAR FROM – TO
Stark Films	PM/Producer	2001-2003

Working primarily with Director/Producer team Jon Greenhalgh and Sara Cummins. I also worked with directors Colin Gregg and Simon Cracknell during my time at Stark.

PRODUCTION CO	ROLE	MONTH & YEAR FROM – TO
Joy Films	PA/PM	1996-2001

I worked with the following directors during my years training at Joy Films: Mehdi Norowzian, Pete Salmi & Tom Merillion. Producers included: Sara Cummins, Jeremy Barnes, Chantal Laren, Desley Gregory & Andrew Studholme.