+44 20 8960 7005
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Poppy Shafto
Production Manager

CREDIT LIST - COMMERCIALS

PRODUCTION CO	PRODUCT	DIRECTOR	PRODUCER	ROLE
Stink	Lego Pokémon *Smart Play* (Remote // Toronto)	Felix Brady	Ash Lockmun	PM
Stink	PS5 *It Happens on PS5* (Remote // Warsaw)	Felix Brady	Ash Lockmun	PM
Uncommon	BT *Cyber Security* (Vilnius)	Adrian Ardelean	Frank Hanrahan	PM
Uncommon	Hiscox *The Most Disastrous Campaign Ever*	Matthew Walker	Max Thomas	PM
Uncommon	JD Sport *Spring 26*	Theo Cottle	Georgia Wall / Miranda Bucknall-Whaley	PM
Uncommon	Omoda 7 *Everything is Essential* (Sofia)	Bleu Desert	Frank Hanrahan	PM
Uncommon	British Airways *Everything's Better with a British Accent*	Kyle Shephard	Fraser Lawson	PM
Prose on Pixels	Cow & Gate *Nourish to Flourish*	Sophie Taylor Harris	Emily Kinder	PM
Uncommon	Nike x Spotify *Make Moves*	Loona Riia	Jess Wretham	PM
Island Pictures	Sizewell C *A Little Bit Nuclear*	Theo Delaney	Dominic Minghella	PM
Dark Energy	Pink Lady *Find Your Fizz*	Andy Lambert	Phil Burgess	PM
Sticker Studios	Uber Eats *When You've Done Enough*	Silence	Guy Fuhrer	PM
Helo Productions	Northern Data Group *Innovation Bravery*	Shona Heath	Ben Sullivan	PM
Armoury	Airtasker *Den of Dreams*	Ato Yankey	Sarah Mavity	PM
Dark Energy Films	Walkers *Mash Ups*	Julia Mortimore	Phil Barnes	PM
Dark Energy Films	Ben's Originals *10 Medley & One Pan Creations*	Helen Downing	Lucy Powell	PM
Dark Energy Films	Sky Protect *Jack the Burglar*	Henry Littlechild	Lucy Powell	PM
Dark Energy Films	Guide Dogs *Brothers*	Arni Thor Jonsson	Phil Barnes	PM
Bullion	AMEX *Business Vs Pleasure*	Ben Murray	Guy Fuhrer	PM
Dark Energy Films	WRAP *Champ*	Jack Cole	Phil Barnes	PM
Dark Energy Films	Sky Protect *Happily Ever After (Istanbul)*	Henry Littlechild	Jon Stopp	PM
Riff Raff	Aldi *Kevin the Carrot Xmas 2022*	PSYOP	Paz Parasmand	PM
Unit9 Films	Vodafone x Elton John	Sean Pruen	Holly Restieaux	PM
Bullion	Department for Transport *Travel Like You Know Them*	Ben Murray	Sarah Mavity	PM
Bullion	Sloggi *We Move*	Alexandra Green	Guy Fuhrer	PM
Bold	The Trainline *Complicated & Expensive*	Phil Morrison	Greg Hinks	PM
Knucklehead	Find My Past *the Winner*	The Dempseys	Bill James	PM
Craft	eBay *Sell & Save*	Blake Claridge	Anna Cartwright	PM
Bullion	M&M Direct *Top Brands in Your Hands*	Joe Wilson	Erin Sayder	PM
Knucklehead	Amazon *Think Big, Do Big*	The Dempseys	Bill James	PM
MindsEye	Currys PC World *Euros 2021*	Ben Green	Jonny Kight	PM
Biscuit US	GoPuff (Remote // Kyiv)	Andreas Nilsson	Lucy Gossage	PM
Friend	Toyota BZ *The Line of Possibility*	Daniel de Viciola	Nicole Powell	PM
Stink	Coke *Open to Better*	Keith McCarthy	Lucy Gossage	PM
Object & Animal	Dua Lipa Live *Studio 2054 Trailers*	Natalie Rae	Lucy Gossage	PM
Food Hall	Roadhouse	Scott Grummett	Jason Underhill	PM
Friend	Gymshark *Big Deal Energy*	Ehsan B	Amber Felix	PM
Food Hall	Maille	Scott Grummett	Jason Underhill	PM
Friend	Cotswold Co *Flexible Sales*	Zhang & Knight	Callum Harrison	PM
Outsider	DFS	Pedro Romhanyi	Gareth Francis	PM
Faithful Hound	Bet Victor 3.0 *Hey Harry, Hey Michael*	Chris Faith	Barty Dearden	PM
Food Hall	Baileys *Calaverita*	Dave Miller	Jason Underhill	PM
Black Sheep Studios	Tesco *Supermarket Sweep Idents*	Tom Ormonde	Rob Wildsmith	PM
RSA	Adidas *Supercourt*	Yoni Lapin	Callum Harrison	PM
Caviar	Gilette *No Pressure*	Sam Abrahams	Guy Fuhrer	PM
Friend	Three *Phones Are Good*	Ian Pons Jewell	Jon Adams	PM
Tantrum	Ikea	Stephen Pipe	Stuart Wrigglesworth	PM
HLA	Pampers	Simon Ratigan	Tim Daukes	PM
Acne	Deutche Telekom	Ben Tonge	Barty Dearden	PM
Acne	Mastercard *Masterpass*	Johnny Hopkins	Dominic Wilcox	PM
Acne	Yorkshire Tea	Ben Tonge	Barty Dearden	PM
Knucklehead	Jaguar Land Rover	Gary Shore	Ben Mann	PM
Tantrum	LateRooms	Stephen Pipe	Peter Maynard	PM
RSA	Zara Kids *Halloween*	Marie Schuller	Ben Porter	PC
Friend	Lidl *Big on Colour*	Daniel de Viciola	Kat Armour-Brown	PC

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Radical	Samsung	Marcus Tomlinson	Rob Leonard	PC
Friend	GoDaddy *Happy Plasterer / Look Mum No Hands!*	Pensacola	Nicole Powell	PC
Knucklehead	Qualcomm	Rob Leggatt	Francis Mildmay-White	PC
Blink	Dominos	The Bobbsey Twins	Patrick Craig	PC
Smuggler US	E*Trade *Don't Get Mad, Get E-Trade* (Rome)	Ivan Zacharias	Nick Landon	PC

CREDIT LIST - STILLS

PRODUCTION CO	PRODUCT	PHOTOGRAPHER	PRODUCER	ROLE
Fuse	Ann Taylor *Spring 27*	Daniel Martensen	Sarah Charrington	PM
Fuse	Netflix *The Mosquito Bowl*	Daniel Martensen	Sarah Charrington	PM
WPP Production	Jaguar Land Rover *Type 01*	Pascal Schonlau	Holly Restieaux	PM
Fuse	F&F AW25	Rasmus Weng Karlsen	Stuart Phillips / Sarah Charrington	PM
Fuse	Hawes & Curtis *Autumn 25*	Adam Fussell	Stuart Phillips	PM
Uncommon	Avios	Em Cole	Frank Hanrahan	PM
Fuse	Financial Times *HTSI Interview with Carlos Alcaraz*	Daniel Martensen	Stuart Phillips	PM
Shiny Projects	Vince *Fall 25*	Emma Summerton	Belinda Foord	PM
Shoot Europe	Converse	Various	Agatha Gorazdowski	PM
Thursday's Child	Airbnb *Wellness / EU / 10x*	Various	Various	PM
Shiny Projects	Harper's Bazaar *June Issue*	Emma Summerton	Belinda Foord	PM
Fuse	F&F AW24	Jon Gorrigan	Stuart Phillips	PM
Fuse	F&F Xmas25	Kris Frankiewicz & Alex Rozniata	Stuart Phillips	PM
Fuse	F&F FW23	Kris Frankiewicz & Alex Rozniata	Stuart Phillips	PM
Fuse	7 For All Mankind	Sonia Szóstak	Stuart Phillips	PM
Fuse	Frederic Malle	Daniel Martensen	Stuart Phillips	PM
Fuse	The Balvenie	Christopher Anderson	Stuart Phillips	PM
Fuse	BHLDN	Gregory Harris	Stuart Phillips	PM
Fuse	Anthropologie / BHLDN	Daniel Martensen	Stuart Phillips	PM
Shoot Europe	Nike Basketball PG6 Crews	Jeremy Soma	Agatha Gorazdowski	PM
Shoot Europe	Nike Basketball PG6 Still Life	Guillaume Blondiau	Agatha Gorazdowski	PM
Shoot Europe	Nike Dunk	Jeremy Soma	Agatha Gorazdowski	PM
Shoot Europe	Nike Hurache	Jeremy Soma	Agatha Gorazdowski	PM
360PM UK	Urban Revivo	Johnny Dufort	Abi Bickley	PM
Fuse	Oasis FW	Chloe Mallett	Stuart Phillips	PM
Fuse	Paradisus Hotels Brand (Dominican Republic)	Nick Dorey	Stuart Phillips	PM
Fuse	Furla FW19 (Milan)	Pamela Hanson	Stuart Phillips	PM
Burberry	Lookbook	Thomas Lohr	Victoria Allister	PM
And Production	Jack Wills AW	Ben Weller	Stuart Phillips	PM
And Production	Jack Wills SS	Ben Weller	Stuart Phillips	PM
And Production	Mango SS (LA)	David Sims	Stuart Phillips	PM
And Production	Finery	Ilaria Orsini	Helen Salin	PM
Shoot Europe	Nike SP19 Style Guide (Tokyo)	Benjamin Lennox / Jerry Buttles / Steven Counts	Jessica Bradbury	Talent Coord
Shoot Europe	Nike HO18 Style Guide (Toronto)	Benjamin Lennox / Jerry Buttles / Alex & Lauren	Jessica Bradbury	Talent Coord
Shoot Europe	Nike FA18 Style Guide (Berlin)	Benjamin Lennox / Jerry Buttles / Jake Jones	Jessica Bradbury	Talent Coord

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PROMOS / ONLINE CONTENT / BROADCAST

PRODUCTION CO	PRODUCT	DIRECTOR	PRODUCER	ROLE
TCO	C4 x DfE *Rebels with a Cause*	Andrea Kurland	Kate Turner	PM
Friend	London Grammar *How Does It Feel?*	Zhang & Knight	Callum Harrison	PM
Stagestruck	Marks & Spencer *Tasting Kitchen* Episodes 1-12	Spencer Leven	Kate Rowland	PM
Bad Collective	Anderson Paak *Make it Better*	Andy Hines	Callum Harrison	PM
Contented	Tui *Find Your Smile* (Jamaica)	Gordon Anderson	Siobhan Daly	PM
Friend / Doomsday	FKA Twigs *Sad Day*	Hiro Murai	Nicole Powell	PC

OTHER WORK

PRODUCTION CO	ROLE	MONTH & YEAR FROM – TO
Knucklehead	PA / PM	27/02/2013 - 14/07/2014

EDIT HOUSE	ROLE	MONTH & YEAR FROM – TO
The Whitehouse Post	Assistant Editor	01/11/2011 - 08/02/2013
The Whitehouse Post	Receptionist / Runner	02/08/2010 - 31/10/2011

LOCATIONS

UK: London, New Forest, Sussex, Southport, Wales, Scotland
Europe: Paris, Rome, Milan, Berlin
Rest of World: US (LA), Jamaica (Montego Bay), Canada (Toronto), Dominican Republic, Japan (Tokyo)

EDUCATION

LEVEL	INSTITUTION	SUBJECT / GRADES
Undergraduate BA(Hons)	University of Portsmouth (2005 – 2009)	English Literature (2:1)
A Levels	Invicta Grammar School (1998 – 2005)	English Literature (A), Philosophy & Ethics (B), Spanish (D)
AS Level	Invicta Grammar School (1998 – 2005)	Art – C
11 GCSE's	Invicta Grammar School (1998 – 2005)	A* - B

SKILLS

Equipment: MacBook Pro / Microsoft Office software / Dropbox / Shoot Box
Computer literate: Microsoft Office, Keynote, InDesign, Pages, Numbers, Keynote, Google Online
APA COVID-19 Shooting Guidelines Assessment - Pass
APA Masterclass Student 2014 – Outstanding
Full, clean driving license