

Adam Woods

WRITER/DIRECTOR

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Experienced Writer/Producer/Director of TV & film specialising in factual, commercials, promos and branding films for a wide range of creative agencies, production companies, charities and brands.

Combining a hands-on ability to craft strong stories from a wide range of materials, edit producing factual long-form and short form content, directing on location and in studio, handling a wide range of contributors, as well as writing strong narrative, and experienced in all post-production techniques. Confident editor (FCPX) and self-shooter, as well as adept in managing budgets, schedules and communicating with a wide range of cultures.

Employment History:

2012 - current **Freelance Writer/Producer/Director** (adamwoods.co.uk)

Extensive list of credits working with agencies, production companies and direct with clients on a wide range of films for TV broadcast and online platforms.

Highlights include:

- Edit Produced award-winning documentary 'Beyond Forgiving' for charity Initiatives of Change promoting trust and reconciliation.
- Launching online TV channel for leading UK think-tank (<http://iea.org.uk>) implementing portal design as well as shooting short films and edit producing films from their archive.
- Writer/Producer on corporate films, including for Canon, Medical Defence Union, Hay Recruitment, involving comedy, drama, documentary genres.
- Wrote, edited and directed numerous TV commercials for Abu Dhabi, Dubai, Saudi, Egypt Tourism, Siemens, BP & Dulux.
- Devising and implementing creative solutions for charity/education sector. Including Microsoft CSR films, and delivering young-people film-training schemes.

2007 – 2010 **Senior Creative Producer: Turner Commercial Productions**

Joined CNN in-house creative agency to lead wide range of client solutions, in advertising, editorial content, online sites and design. Successfully delivered numerous \$m campaigns on time and budget, steering multiple global client/agency and sales team relationships. Including:

- Writing, producing, directing & editing TV commercials for brands such as Nortel, Rolex, Nokia, Skype, Philips.
- Edit-producing series of short-form (12 mins) travel-documentary titles for My City_My Life, including shooting one with ballet star Carlos Acosta in Havana.
- Leading production team on two successive TV campaigns for leading global technology company LG, shooting in Thailand, US, Korea and France.
- Writing and directing award-winning TV campaign 'A Communicating World' for Ericsson, shooting in Morocco, Sweden and Germany.
- Writing/Directing global TV spot for Plan International's 'Because I'm a Girl' campaign

2006 – 2007 **Senior Creative Director (freelance)**

Engaged as branding/creative consultant including re-branding of Saudi TV, the launch of Al-Jazeera International, and film for launch of Qatari based real-estate development in Morocco.

Previous career

As a Senior Creative Director working for a wide-range of global broadcasters, including:

- 2002 - 2005, **Executive Creative Director, Hallmark channel**

Joined senior management of international drama channel, leading creative teams to make Hallmark a top-10 channel in all major market. Overhauled on- and off-air design and managed external production contracts across numerous local language channels.

- 2000 – 2002, **Creative Director, National Geographic Channel**

Hired to commercialise channel's expansion and commercial performance. Oversaw re-branding and launch of new digital channel Adventure One, and shooting hosted evenings with range of celebrities including Patrick Moore, Sir David Frost.

Prior to that I was **Vice-President On-Air Marketing, Discovery Networks Europe**, with overall responsibility for advertising, promotion and marketing for extensive EMEA network of channels. Instrumental in the launch of numerous brands including Home & Leisure, Animal Planet and the re-branding of all Discovery channels in EMEA.

Prior to that I had several roles as a **Senior Producer** at **BBC**, leading creative teams on network promotion campaigns, instrumental in the launches of new channels BBC World and Prime. I was hired there from role as **Director of Promotions** at new ITV franchise **Carlton TV** being effective in setting up award-winning creative team for its launch.

Started career with production company, helping grow to become **Head of Production**, before being hired as **Senior Producer** to launch satellite TV in UK with **BSkyB**.

Education

2.1 BA Hons degree in English and Drama, University of Hull

Professional Affiliations

Member of BAFTA

Fellow of Royal Society of Arts

Awards

Numerous Golds at New York TV and Film Festivals, Campaign, IVCA and Promax festivals

Qualifications

Leadership: Heart of Effective Leadership, Switzerland; Ashridge Management School - Developing Leadership Course; Powerful Communication for Creative Directors, IPA

Production: Graduate of Think-Shoot-Distribute - BFI London Film Festival's feature film talent & project development scheme; National Film & TV School 'Directing Actors' course; John Truby 22-Step Story Structure, Script Factory Script Development, BBC Health & Safety Course, BBC Producer training.