Tamsin Mackinnon

Executive / Senior Producer

Integrated & Creative · Brand Film · Motion & CGI

BASED	PHONE	EMAIL	LINKEDIN	WEBSITE
UK & South of France	+44 7542 744 773	tamsin@mackinnon.com	linkedin.com/in/tamsinmackinnon	www.tamsinmackinnon.com

OVERVIEW

Award-winning Executive / Senior Producer with a sharp design eye, strategic mindset and hands-on approach to execution.

I carry brand ideas through motion, CGI, film, integrated campaigns and live events, drawing on twenty-five years across broadcast, agency and client-side teams. My international experience spans Europe, the Middle East and global markets, adapting quickly to new studios and ways of working.

I translate between clients, designers and technical teams, aligning priorities and making clear decisions about scope, resources and budgets. I build the systems that keep complex projects moving, from single films to launches of hundreds of assets, while protecting the creative idea.

SELECTED CREDITS

Brand Identities, Motion & CGI

ITVX Launch
Senior Brand Producer | DixonBaxi / ITV Creative
Joined the DixonBaxi team on the multi-award-winning ITV rebrand and ITVX launch, producing the ITVX element through production and final delivery. Ran daily check-ins, resourcing and scheduling across cross-disciplinary teams and client stakeholders, and set up the delivery systems that kept hundreds of assets moving as timelines changed. Translated briefs between client and studio, and sequenced dependent work such as brand guidelines against client, stakeholder and internal sign-offs. Also produced the ITVX sonic ID, including its negotiation.

MINI "Big Love" CGI Campaign
Senior CGI Producer | Media.Monks / Man vs Machine
Led the final phase of the CGI campaign, aligning agency, studio and client teams through new review systems. Oversaw retouching, versioning, Clearcast and ad-serving delivery across territories.

Guns N' Roses World Tour Visuals
VFX & Show Visuals Producer | Creative Army
Produced large-scale CGI and animation for stadium performance, coordinating capture, rigging, animation, lighting and compositing.

Integrated Brand Experiences

Experience AlUla
Executive Producer | Aura / Royal Commission for AlUla, Saudi Arabia
Established production for an integrated film, CGI and live-event cultural campaign, with hubs across Europe and the Middle East.

Publicis Sapient Brand & Digital Portfolio
Senior Producer / Production Lead / Project Manager
Campaigns and digital experiences for Lloyds Banking Group, Halifax, Lufthansa, Morgan Stanley and Amplifon, spanning CGI, film, web and app builds.

Canon Campaigns, Launches & Live Events
Producer / Director | Recurring client relationship
Long-term production and direction across campaigns, launches and London Fashion Week content.

Philip Morris International · Global Studio
Creative Producer / Director / Project Manager | Philip Morris International
Produced multiple global campaigns for the company's transformational rebrand, managing cross-platform content across live action, motion graphics and digital from concept to worldwide delivery. Translated complex briefs into clear content, managing reviews and versioning across stakeholders and editors. Thought-leadership films on the move to a smoke-free future were shown at Davos and other policy events.

AWARDS

London 2012 / Cisco
Best Global Brand Campaign · Brilliant Futures

Amplifon / Publicis Sapient
Digital Impact Gold · DADI Winner

International King of Sport
Rose d'Or · Best Game Show · Endemol / FIVE

SELECTED CREDITS CONTINUED

Live, Music & Entertainment

UFC
Senior Producer | Sting Media
Live studio show, event coverage, social content and short-form video.

London 2012 Olympics Campaign
Creative Producer / Director | Cisco Creative Services
Led creative and production for campaign films, motion content and live streaming. Awarded Best Global Brand Campaign for Brilliant Futures.

David Beckham Talks to the World
Creative Producer / Director | Cisco / Yahoo
Produced a live global Q&A connecting talent and audiences through broadcast and social streaming.

Black Eyed Peas · Crash My Bash Director | Bwark / MTV

Sky Sportswoman of the Year Awards / News UK
Acting Head of Creative Media | News UK
Oversaw live broadcast and digital production including Sky's sports awards and The Times Trump Debate.

Branded Film & Documentary

Oude Meester with Idris Elba
Producer / Director | BBDO / Sting Media
Directed talent-led branded content and produced multi-platform campaign films. Wider Sting Media work included Canon, Samsung, EE, Pandora and Guinness.

Driving the Future: The Critical Path to Net Zero
Executive Producer / Director | Top Line Films
Produced and directed an international sustainability documentary across Switzerland, France and Germany.

Broadcast Production & Direction

Full credit list available on request

Series Producer / Director · Live, Studio, Outside Broadcast & Location

Britain's Next Top Model	Producer / Director · Thumbs Up / Living
International King of Sport	Series Director · Endemol / FIVE
The (New) Paul O'Grady Show	Commercials Producer / Director · Olga Productions / Channel 4
Jamie Oliver: How To Cook	Senior Producer / Director · Olga Productions / Channel 4
Ban This Filth	Series Director · Zeppotron / Channel 4

HOW I WORK

Systems that stick
I set up ways of working that teams actually adopt.

Clients & stakeholders
I listen, manage expectations and keep agency, client and production teams aligned.

Both sides of the table
Client-side, agency and production experience.

Structure with creativity
Instinctively strategic. I bring structure without flattening the creative idea.

Pitch in
Can-do, with humour and a human touch.

Creative problem-solving
A creative eye on every brief, solving problems collaboratively with the team.

CREATIVE PRACTICE

Ongoing professional development in creative thinking, psychology and collaborative practice, bringing a more considered approach to team leadership, problem-solving and the way projects are structured and delivered.

Creative Therapy Practitioner Certification
Accredited CPD · creative therapeutic practice, psychology & reflective practice

Creative Health Foundations · Arts & Health Hub
Creative practice, team development & project management

Custō · Independent Platform Development · 2023 – Present
Creation and ongoing development of a new design-led customisation platform, rethinking how customers personalise and create products online. The project brings together e-commerce, user experience, production systems and emerging AI tools, with a focus on making customisation more intuitive, creative and scalable.

CLIENTS & PARTNERS

Amplifon · Audi · BMW · MINI · Bose · Canon · Cisco · EE · Experience AIUla · Guinness · Guns N' Roses · Halifax · HSBC · ITV · Lloyds Banking Group · London Olympics · Lufthansa · Molton Brown · Morgan Stanley · Nationwide · Nespresso · News UK · NHS · Pandora · Philip Morris International · RBS · Royal Commission for AIUla · Sage · Samsung · Sipsmith · Sky Sports · UFC · Unilever · Virgin Media

Studios & agencies · BBDO · DixonBaxi · Media.Monks · Man vs Machine · Ogilvy · Publicis Sapient · Sting Media · Creative Army · Aura Worldwide · Top Line Films

TOOLS & WORKFLOWS

Production & collaboration · Frame.io · Smartsheet · Slack · Google Workspace · Microsoft 365

Creative & post pipelines · Figma · Adobe Creative Cloud · After Effects · Cinema 4D · Houdini · Unreal Engine · Flame · Nuke · DaVinci Resolve · Pro Tools

Delivery & platforms · Clearcast · Adstream · Broadcast · Digital & social · Web & app · DOOH & OOH · Print · Live & experiential · Multi-market versioning