



# SARA WOODCOCK

## PRODUCER & PROJECT MANAGER

I'm a practical optimist who believes that if there's a problem, then there's also got to be a solution, and that I'll make it my job to find it.  
I spend my time balancing strategy with real-world execution, making sure that:

- Creative talents can produce work of which they are truly proud.
- Brands get the campaigns they demand, on time, on spec, and within budget.

### Skills.



**FULLY BILINGUAL**  
English born, with 12 years working in French, in France



**A-Z PROJECT MANAGEMENT**  
Creative project management from brief to delivery, including scoping & finance



**BUSINESS BACKGROUND**  
Masters in European Business



**BUDGET**  
Specialised in finding productions solutions for budgets of all size

### Portfolio.



**PORTFOLIO SITE**  
Campaigns for TV, digital, brand content, print & shopper

<http://sawoodcock.wix.com/producer>



**VOICE OVER**  
British English voice over for guide tracks and broadcast

<http://sawoodcock.wix.com/voices>

### Contact.

Boulogne-Billancourt  
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### Professional Experience.

#### ○ VMLY&R Paris (2018 - 2020)

##### International Producer & Project Manager

- Pitches and production of TVCs, digital assets, brand content, photography for print & shopper
- End-to-end project management: scoping, workflows, budget, resourcing
  - > Colgate Max White, Soupline, elmex, Protex, Dulcolax...

#### ○ QUAD Productions (2017-2018)

##### Production Coordinator

- Pitch management: working with producers, agencies, film directors, art directors and treatment writers
  - > Pitches won : Schmidt, Bouygues, Nissan...

#### ○ McCann Paris (2010-2017)

##### Beauty Team Post-Producer

- Coordination of editing, colour grading, beauty retouches, sound sessions & delivery of master material for local adaptation.
  - > L'Oréal Paris Elsève & Botanicals...

#### ○ International Assistant TV Producer

- Project management from brief to delivery, researching and bidding directors, financial negotiations,
- Interface between the internal creative and account teams and external suppliers
  - > Nestlé, Nespresso, Chocapic, Nesquik, Cini Minis, INPES...

#### ○ International Account Executive

- Client facing account management for international advertising campaigns.
- Building and selling brand strategy
- Management of global markets and the centralised localisation program

#### ○ DDB Health Paris (2008-2009) & Havas Brussels (2007)

##### International Account Executive

### Education.

#### Oxford Brookes University, Oxford

- 2006-2008 Master of Arts in European Business, Culture and Languages (1st Distinction)
- 2002-2006 Bachelor of Arts in French Studies and Communication, Media and Culture (2:1 Hons)