

# MARIE-ANN MORRELL

Freelance Creative Producer

*Bringing organisation to productions in a fun and timely manner*

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Hi,

I'm a Creative Producer with over a decade of experience in planning, developing and executing the creative vision of some of the world's leading brands including Dyson, Hertz, Intel, Microsoft and Bear Grylls - on set and on location, both in the UK and abroad.

I love to orchestrate productions, from finessing the pre-planning, through to ensuring the whole operation comes together smoothly during production, and finally overseeing the post-production and delivery phase to ensure an exceptional end product with a wow-factor is delivered on schedule and on budget.

Thriving when working within tight deadlines on several projects at one time, liaising with several head of departments, whilst overseeing multiple teams to ensure productions run smoothly, to budget, with excellent communication and with the goals of the projects' always in mind. I'm also a natural problem solver with a positive can-do attitude in believing that there is always a solution to any issue, it's just a case of finding it.

With in-depth knowledge of a variety of content, from global TV commercials to versioning projects and everything in between, along with up-to-date post production workflows, I find this incredibly useful when judging timeframes and budgets.

I would love the chance to discuss how I may contribute to your team and please do let me know if you would like any more information about myself or my experience.

I look forward to hearing from you.

Marie-Ann Morrell

# MARIE-ANN MORRELL

CREATIVE PRODUCER

## PROFILE

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I pride myself on being a modern production hybrid with a versatile ability to orchestrate, coordinate and create everything from global TV commercials to versioning projects.

Through my years of experience I have gained a great insight into all areas of production, which has given me invaluable serenity to ensure that the productions I am part of run smoothly end-to-end.

## CONTACT

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## SKILLS

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- Producing within a variety of budgets on worldwide productions
- Production Management
- Multitasking
- Google/Microsoft Suite
- Adobe Creative Suite
- Adaptable / Team Player
- Car owner - clean driving license

## EDUCATION

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**The University of Central Lancashire**

2.1 BSc (Hons) Media Production & Technology

## EXPERIENCE

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### 2022 Creative Producer

*Jan 2022 to present  
Freelance*

Multi-skilled Creative Producer with extensive experience in all elements of content creation from pre-production to delivery

### 2018 Producer

*June 2018 to 2021  
Sandstorm Films*

Producing short-form content both on location and on set in the UK and internationally

### 2012 Production Manager

*May 2012 to June 2018  
Sandstorm Films*

Managing the production and versioning of commercials, music videos and short-form content both on location and on set

### 2009 Editor and Camera Op

*Sept 2009 to May 2012  
Cellcast*

End to end creation and adaptation of content such as TV News and Psychic TV for a variety of platforms

## ADVANCED TRAINING

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### 2020 BAFTA Albert Sustainable Production Trained

Achieved knowledge and skills to produce more sustainable productions;

- Environmental basics
- Industry's impact
- Carbon calculation and certification

# CREDIT LIST

## HIGHLIGHTS

### BMW i4 AND iX ADVERTS

#### **Sandstorm Films, Media Monks - BMW**

##### *Versioning*

Versioning and delivering over 100 variations of the latest BMW i4 and iX electric car range adverts for cinema to feature various dealerships.

### AGE OF EMPIRES IV ADVERT

#### **Sandstorm Films, Assembly Inc - Microsoft Xbox**

##### *Full production*

Age of Empires IV end to end production for an online advert as part of Microsoft's launch campaign for the latest Xbox game. Featuring an artist drawing portraits of the games creators on a Microsoft surface.

### DYSON BEAT THE HEAT ADVERT AND PHOTOGRAPHY

#### **Sandstorm Films - Dyson COE**

##### *Full production*

An advert with various cutdowns, framing and photography to boost the sales of the Dyson Pure Cool fan during summer heat waves and was used online and for DOOH. The campaign featured a fluffy dog being cooled in slow motion by the fan and was such a success that it went on to be re-used for a second year.

### INTEL PHOTOGRAPHY SHOOT

#### **Sandstorm Films - Intel**

##### *Location shoot - China*

Re-create a photography shoot in China to match the look and style of a previously created UK photography shoot to celebrate Intel's standout employees worldwide.

### STIGA PRODUCT FILMS AND PHOTOGRAPHY

#### **Sandstorm Films, Turner Dymond - STIGA**

##### *Full production*

A range of product films and photography. Focusing on showcasing 11 products, the photography, filming and post production ran in parallel to meet tight deadlines. Greenscreen and CGI environments were combined with real props to create a summer / autumn feel during a winter shoot in England. The clients were based in Italy and were sent updates remotely for feedback.

# CREDIT LIST

## HIGHLIGHTS

### INTEL DREAMHACK EVENT

#### **Sandstorm Films - Intel**

*Location Event Shoot - Sweden*

Produced Intel's content for the DreamHack gaming festival in Sweden, ensuring content was captured on schedule for specific events and uploaded to social media on site to keep content engagement high during the event.

### MICROSOFT STORE LAUNCH FILMS

#### **Sandstorm Films, Edelman - Microsoft**

*Full productions*

A Microsoft Oxford Street store launch announcement film, filmed in a studio set featuring an artist sketching the visual concept of the store on a Microsoft surface. Additional hype films were also required to promote the launch week build up, including their collaborations with McLaren and Liberty London filmed on location.

### HERTZ CINEMA CAR FILM

#### **Sandstorm Films, Quite Frankly - Hertz**

*Full production*

A fun online promo for Hertz to celebrate the world's first cinema car concept, featuring 2 children getting the chance to enjoy the experience and give their reviews of the car.

### INFINEUM TOMATO PROJECT CASESTUDY

#### **Sandstorm Films - Infineum**

*Location Shoot - Full Production - Canada*

Capturing the background and results of an extended field trial at a tomato farm in Vancouver testing Infineum's products with the farm's equipment.

### INTRAVENOUS MUSIC VIDEO

#### **Sandstorm Films - Ram Records**

*Full production*

An award nominated music video for Calyx & Teebee's release of 'Intravenous', from pitch to delivery. Shot on location at the stunning 'God's Own Junkyard' in London.