

SOPHIE JADE WILSON

CREATIVE PRODUCER

Creative Producer with 10 years' experience leading high-performing teams and delivering standout advertising campaigns for global brands and entertainment icons including Disney, Warner Bros, Penguin Publishing House, Treasury Wine Estates, and Moulin Rouge. Beginning my career on the set of Fast & Furious 6, I've built a path at the intersection of storytelling, brand strategy, and technical execution, combining creative leadership with hands-on production expertise to deliver work from concept to completion across TV, digital, social, experiential, and out-of-home. Calm, collaborative, and unafraid to take creative risks, I bring a strong grasp of narrative, craft, and client needs, building teams and environments that deliver exceptional work on time, on budget, and on brand.

EXPERIENCE

SENIOR CREATIVE PRODUCER | 2023 – Present

Partnering with brands and agencies including Disney, Warner, Empire, WOLT, The Proposers, YungBlud, Penguin Publishing House, Southbank Centre, Blossom Hill, Rape Crisis, Squealing Pig Wines, Evita, Owlchemy Labs, and TodayTix.

- Develop original concepts for digital, social, and multi-platform campaigns
- Lead projects end-to-end, guiding clients from initial idea through to final delivery.
- Oversee creative direction, budgets, schedules, and production design, balancing ambition with efficiency.
- Break down scripts and treatments to identify requirements across camera, cast, location, and creative vision.
- Build and manage bespoke crews across wardrobe, HMU, camera, sound, and post, tailoring each team to the project's needs.
- Direct cast and crew on set, delivering content that's on-brief, on-time, and to the highest standard.
- Maintain strong client relationships and manage production logistics, including contracts, permits, call sheets, and shot lists.
- Direct post-production workflows, from creative edit delivery to QC checks, feedback and approvals.
- Maintain and grow a trusted network of creatives and vendors, ensuring each project is resourced with the right talent and expertise.

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Greenwich, London 

CORE COMPETENCIES

Creative Leadership & Direction

Lead cross-functional teams from concept to delivery with a calm, hands-on approach. Skilled at shaping narratives, directing shoots, and mentoring talent to deliver work that balances creative craft with production precision.

End-to-End Production

Manage the full production lifecycle, from concepting, budgeting, and scheduling through to post, QC, and delivery, ensuring campaigns run smoothly, efficiently, and true to concept.

Storytelling & Brand Craft

Combine editorial thinking and strong visual sensibility to translate brand values into cinematic, emotionally resonant campaigns across film, digital, and social.

Operational & Logistical Management

Implement scalable production frameworks and streamline workflows to maintain creative momentum without compromising quality.

Stakeholder & Partner Collaboration

Strategically align creatives, clients, and partners around a shared vision while protecting the integrity of the final output.

Technical Expertise

Proficient in Adobe Creative Suite, with advanced skills in Premiere Pro and various project management tools.

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EXPERIENCE (CONTINUED)

CREATIVE PRODUCER & CONTENT DIRECTOR | DEWYNTERS | 2018 – 2023

Led the Content Division at a top West End integrated agency, producing 50+ high-profile campaigns for theatre, live entertainment, and cultural clients including Georgio Armani, The Lion King, Moulin Rouge, Wicked, Back to the Future, and Magic Mike Live. Directed talent including ABBA, Baz Luhrmann, Christopher Lloyd, Girls Aloud, and Tom Stoppard.

- Produced social-first, multi-platform campaigns across digital, TVC, and experiential channels, optimised for engagement and audience impact.
- Conceptualised and pitched creative strategies to leading entertainment brands.
- Managed and mentored a multidisciplinary creative team, overseeing appraisals, resourcing, and workflow efficiency.
- Directed shoots and post-production, ensuring creative quality and alignment with campaign KPIs.
- Built scalable production workflows, hired bespoke freelance crews, and managed budgets, contracts, and vendor negotiations.
- Partnered with senior stakeholders to deliver culturally relevant, high-performing creative campaigns.

CREATIVE PROJECT MANAGER | MEDIA PLANET | 2016 – 2018

Delivered high-profile international campaigns for The Guardian, The Telegraph, and City AM across social, digital, and print.

- Developed and executed multi-channel content strategies, turning client briefs into audience-focused campaigns.
- Managed cross-border production teams, budgets, schedules, and creative deliverables for complex projects.
- Coordinated high-profile stakeholder participation, including Pope Francis, Penny Mordaunt, WHO, HIFA, and UN Women.
- Oversaw end-to-end production workflows, ensuring campaigns ran smoothly and delivered on brief.
- Maintained client relationships, acting as a strategic liaison between creative, production, and business teams.

DIGITAL CONTENT PRODUCER | SPARTA GLOBAL | 2015 – 2016

Led the production of photographic and video content for internal and external campaigns.

- Produced and edited portfolios, marketing materials, and recruitment content.
- Represented the brand through university workshops and presentations, engaging prospective talent and future clients.

EDUCATION

FILM STUDIES 2:1 | UNIVERSITY OF EXETER
A LEVELS (A*A*A*) | CENTRAL SUSSEX COLLEGE

ADDITIONAL CREDENTIALS

CLEAN UK DRIVING LICENCE (WITH CAR)
CERTIFIED FIRST AIDER & DBS CERTIFIED