



RHYS HOPKINS

PRODUCER | DIRECTOR

- +971 50 1080493
- RHYS@IMAGINATION-PHOTOGRAPHY.COM
- WWW.IMAGINATION-PHOTOGRAPHY.COM
- AL HAMRA VILLAGE, RAS AL KHAIMAH, UAE

From Wales, UK and based in the Ras Al Khaimah, UAE since 2008, working across the Gulf and MENA region. Established a production business in 2012 providing services to Government departments, commercial entities, advertising, marketing, and PR agency clients. Work has been part of award-winning campaigns, published on magazine covers and in editorials; it has appeared across online and offline media including billboards and public transport. Creative contributions to UAE culture have resulted in Golden Visa status.

Work experience



Rhys Production Photography

Aug 2012 - present

Develop new business, maintain client relationships, conceptualise ideas, form production teams in accordance with project brief. Oversee locations, suppliers, budgeting, production schedules, storyboards, mood boards, manage post-production assets and delivery.

Highlights of video campaigns, marketing and PR Content



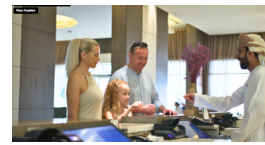
Al Fay Park
TVC campaign
2022



Emirati Women's Day
campaign for ADQ
2020



Badia Farms, the first
vertical farm in the Gulf
2018



Marriott Luxury
Collection
2018-2024



Torchlight Festival,
UK
2023

Live Virtual Broadcast Studio

- Member of a production team working in conjunction with APCO Worldwide, providing a virtual broadcast studio at various major events that facilitate live interviews and coverage to global networks, such as the BBC and CGTN.
- Roles include Producer, Vision Mixing and Data Wrangler.
- Events include ADIPEC, Global Cybersecurity Forum, Diriya, 100M Tourists, all held in the UAE and the Middle East.

Advertising Campaigns

- Have produced, directed and shot stills and video for use in National and Regional campaigns, featured on billboard, social media platforms, brand and affiliate websites and youtube.
- Manage production teams consisting of up to 40 crew and cast members, production schedules, budgets and overseeing all aspects or pre/post-production.

Marketing, Corporate and PR content

- Self-shooting director, videographer and editor to produce corporate films and photography.
- Directing crews to produce documentary content, interviews and B-roll. Provide teams for large scale event coverage, delivering same day video edits for highlights and reels.
- Producing videos from stock footage, graphics and music libraries.

Clients



