

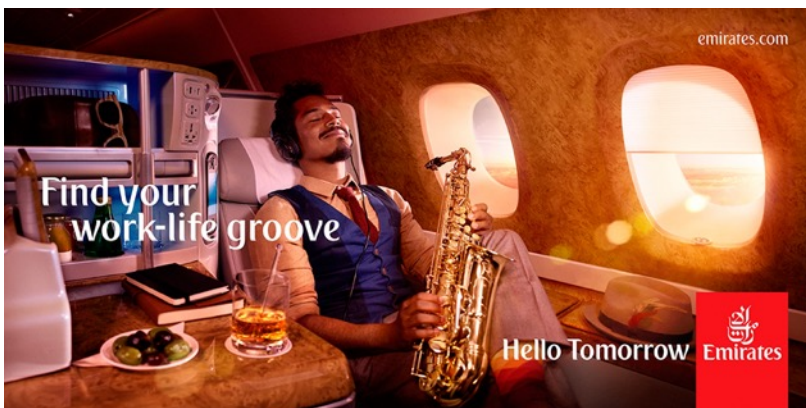


MIKE REDFERN

CREATIVE PRODUCER

PROFILE & SKILLS

Originally trained as a photographer, I have diversified my skills over the years, managing productions of all kinds for some of the greatest photographers and advertising agencies from around the world, culminating in the successful completion of numerous photographic, video and film productions. I have a good eye, a great understanding of briefs / layouts and art direction. I am a people person and manage them well, and I endeavour to fulfil all jobs with skill, efficiency, budget awareness and something new. Above all my aim is to keep a positive, fun and professional approach for the client, even through the most testing times, hitting deadlines and budget requirements. I always rise to a challenge.



I've produced a variety of campaigns for Emirates Airlines and many other brands over the years, but "Hello Tomorrow" & "Keep Discovering" were a couple of great campaigns to work on.

My client's commissions have ranged from large advertising shoots to smaller editorial work including annual reports and studio shoots, global commissions for car companies, airlines, hotels major sports brands and the tech giants of the world. We have helped agencies win D&AD awards and Effie's.

SOME CLIENTS

- | | | | |
|-------------------|----------------------|----------------------|---------------------|
| Emirates Airlines | Apple | British Airways | Jaguar / Land Rover |
| Qatar airways | Nike ProBreath | Bahrain Tourism | Facebook |
| Jaeger Le Coultre | Range Rover | HSBC | Nike Run Dubai |
| Mercedes | ISNR Abu Dhabi film | Credit Suisse | Aston Martin |
| American Airlines | Conde Naste | Etihad Airlines | Samsung |
| Volvo | Fidelity Investments | Ford | Citroen |
| BMW | Glaxo Smith Cline | Shell | Mini |
| Inmarsat | SkyTV UK | Transport for London | Jeep |

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For 3 consecutive years producing “shot on iPhone” campaigns for London & Dubai to celebrate Ramadan. In 2017, my company helped them win a Bronze Effie. Redfern Productions also like these campaigns as they empower young regional iPhonographer’s, help develop their visual skills to work at an advertising level and produce final outputs that grace billboards internationally, and all Apple screens worldwide, in all stores. As well as working for one of the world’s great brands, it’s great to engage young men and women from the region, lift them out of the safety of their iPhone lives, to produce something of merit, on a very professional large scale.

THE BRAVE

ABU DHABI



Filming “The Brave” for ISNR show. A film integrated in a live stage performance for the Abu Dhabi government across 60m of screens.

EXPERIENCE

2021 to 22 – PRODUCER for “LIVE@EXPO” for Dubai Expo.

Producer and Live Director for 1hr live interactive show 4 times a week for 7 months – 100 shows.

Nominated for Innovative Award by the Producers Guild of America 2022

Global presence on YouTube, Facebook, Twitch and TikTok

2011 - to date REDFERN PRODUCTIONS – Dubai

www.redfernproductions.net

Producer & owner, producing stills, video and film for many global brands over the years since 1997 in London, to the present day in Dubai. Providing full production services for advertising agencies, design agencies, clients, photographers & directors. Our crews and teams have ranged from 10 to 150 plus people, also building brand events and activations such as Nike Run Dubai, “Dawn Runners campaign”. My work for clients has taken me to many cities and rural regions worldwide building relationships and taking the different challenges in our stride. Our service includes:

Client / agency / liaison/ negotiation
Casting
Location scouting & loc management

Estimates and budgeting & invoicing
Briefing
Team Management

Commissioning suppliers
Production
Transport & accommodation, F&B

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2009 – 2010 Freelance - Dubai / NYC / London

Various freelance production shoots & corporate videos.

Studio management of The Design Compendium, Brooklyn, New York.

2nd AD role on TVC for Insight Medical Company, Darling Agency, New York.

2008 – 2009 Consultant Producer - Emirates Airline - Dubai UAE

Responsible for all photographic & film advertising productions, chiefly for all the content created for the launch of A380 Airbus and for the new Emirates Airlines first designated terminal, T3. Negotiating, commissioning and prep of all productions, management of 5 photographic & film crews simultaneously over a period of 6 weeks, casting 60 models & actors from UK & 70 from UAE, their scheduling and management. Liaising with regional production companies & foreign suppliers, management of all external stakeholders, crews, photographic digital data archiving, general shoot logistics, scheduling and art direction. **1st AD / Casting Director** on all Terminal 3 video productions

2005 London - Location manager - London

Baby Cow Productions - TV Comedy - "Dating Ray Fenwick"

1997 – 2008 Advertising Producer - London

Established my own company producing stills advertising and editorial campaigns, video and TVC. Full production service management and organisation of high-end photographic shoots for numerous global clients worldwide.

1995 – 1997 Assistant photographer - London

Working with many top London advertising photographers shooting worldwide for major brands.

1992 – 1995 Freelance Photographer - Sydney/Hong Kong/China

Shooting for the Hong Kong Magazine, HSBC, South China Morning Post, Vogue Entertaining and Living, Marie Claire, Sydney Dance Company and various corporation brochures and annual report work.

1991 Runner - London

"The Mill" – post-production house Soho.

1989 – 1991 Fulltime photographic assistant to Max Forsyth - Top location advertising photographer.

Working on global brand advertising shoots worldwide and various TVC stills. Skilled at B&W developing & printing.

EDUCATION

1989 French Woods Camp, New York, USA – teaching children ages 6 to 18yrs photography and video, filming large theatrical productions, editing & producing. Teaching fencing, swimming and sailing.

1988 Granada Television - Photographic department documenting their TV series.

1986 – 1989 Blackpool & Fylde College
BTEC Higher National Diploma in Design Photography
PQE BIPP – Professional Qualifying Exam British Institute of Professional Photographers

1979 – 1985 Lancaster Royal Grammar School - 7 O Levels - 1 A Level



PERSONAL INTERESTS AND ACHIEVEMENTS

When I am not working, you can find me swimming for a masters team, photographing, hiking, mountain biking, snowboarding, scuba diving, movies and adventure travel, just some of the things I love.

Solo gliding wings, Bronze medallion in lifesaving, Bronze medallion in fencing
Swam the Bosphorus Race 6.5km in Istanbul & The Nike Run London 10k.