

GEMMA JOHNSTONE

SENIOR PRODUCER

CONTACT

07921 397 099
gemma.johnstone@hotmail.com
gemjohnstone.com
gem.johnstone

CERTIFICATES

Lazarus Training: First Aid on Remote Locations
Bectu: Health & Safety in Creative Industries
Media Career Advice: Foreign Filming for Production Co-ordinators
First Aid Bristol: Emergency First Aid at Work
City & Guilds: Level 3 Photography

PROFICIENCIES

Project Management
Negotiating with talent agents, crew & suppliers
Budgeting
Project Scoping
Delivering projects on time & on budget
Client Management
Collaborating with freelance & in house teams
Organising International shoots
Carnets
Clearcast Clearance
Highly Organised
Synergist Project Management
Obtaining Filming Permits

FREELANCE PRODUCER

May 2024 - Present

Experienced Freelance Producer adept at managing projects from initial scoping and budgeting, through pre-production, production, and post-production phases. My end-to-end project delivery encompasses a diverse portfolio in TV, online, and digital content, with hands-on production experience both in the UK and overseas markets.

Leveraging a little black book of talented freelance crew and suppliers, I've collaborated with renowned brands like Jägermeister, Pukka Herbs, Instax, Intimina, Lovehoney, Slimming World, Hurtigruten, Pasta Evangelists, City University, University of Essex, Marriott, Accor, and many others to bring creative visions to life.

PREVIOUS WORK EXPERIENCE

Aspect Film & Video

Senior Producer 2023 - May 2024
Producer 2021 - 2023
Production Manager 2019 - 2021

- Proficient in project scoping, pitching, and developing comprehensive timelines.
- Expertise in pre-production planning and logistics, ensuring seamless execution of projects.
- Hands-on experience as an on-set producer, overseeing all aspects of production.
- Skilled in managing post-production processes, guaranteeing high-quality deliverables and timely project completion.
- Proven track record of keeping clients satisfied and maintaining strong professional relationships.
- Effective negotiation with freelance crew and talent to keep projects within budget constraints.
- Effective collaboration with freelance crew and suppliers, organising and coordinating shoots with precision.
- Extensive experience in filming complex shoots overseas, navigating logistical challenges and cultural nuances.
- Proficient in organising carnets across multiple countries, ensuring compliance and smooth international operations.
- Collaborated closely with directors to translate creative vision into tangible outcomes, exceeding client expectations.
- Expertise in Clearcast clearance and regulatory compliance, ensuring adherence to industry standards.
- Proficient at writing assessing shoot related risks and writing detailed risk assessments.
- Recently completed a 3-day video production-specific First Aid course titled 'First Aid in Remote Locations,' focusing on potential filming and on-location related injuries.

Jacob Bailey

Senior Production & Account Manager 2016 - 2019
Production & Account Manager 2013 - 2016
Account Executive 2011 - 2013

- Managed large, integrated print, digital, and video campaigns for multiple clients, ensuring successful project delivery and client satisfaction.

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EDUCATION

Oxford Brookes University

BA Hons Marketing
2006 - 2009

Castle Sixth Form

A Levels: Business, English, Geography
2004 - 2006

Kenilworth School & Sports College

GCSEs
1999 - 2004

JACOB BAILEY CONTINUED...

- Collaborated with producers to coordinate and deliver TV ads, overseeing all aspects of production to meet client objectives and deadlines.
- Played a key role in proofing copy for various campaign materials, maintaining high standards of quality and accuracy.
- Proficient in managing CMS systems, facilitating efficient content management and dissemination across digital platforms.
- Skilled in client-facing roles, adept at building and maintaining strong professional relationships to drive client success and retention.
- Demonstrated ability to work in fast-paced environments, effectively managing multiple projects and priorities simultaneously.
- Strong communication and negotiation skills, facilitating productive collaboration with internal teams, clients, and external partners.
- Proactive problem-solver with a keen eye for detail, ensuring all project elements are executed flawlessly and according to specifications.

AlphaQuad

Account Executive

2010 - 2011

- Managed day-to-day client interactions and served as the primary point of contact for client inquiries and updates.
 - Updated CMS systems regularly to ensure accurate and up-to-date content for client campaigns and projects.
 - Successfully delivered integrated campaigns by coordinating efforts across various channels, including print and digital.
 - Collaborated closely with in-house designers to bring client visions to life, ensuring alignment with project goals and objectives.
 - Demonstrated proficiency in managing client budgets, ensuring efficient allocation and adherence to financial constraints.
 - Provided support to the production team across multiple integrated campaigns, assisting with project coordination and execution.
 - Strong communication and interpersonal skills, facilitating effective client relationships and internal collaboration.
 - Detail-oriented approach to project management, ensuring accuracy and quality in deliverables.
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