

Flavia Casà

SENIOR CREATIVE PRODUCER

*Key experience includes: TVC & Stills Productions | Pitch Films & Brand Redesigns | DOOH & KV Deliveries
Social-First Content | Digital Banners & Websites | STIM Materials & Visual Toolkits | Post-Production*

WORK HIGHLIGHTS

Freelance Senior TV Producer | Agency: Wieden + Kennedy | April 2023 – August 2023

Clients: Ford, Kahlúa, Arla, Sainsburys

Deliverables: TVCs, Social Media, Pitch Films

Acted as Lead TV Producer on international production for new Ford account, lead Mood Film workstream for ongoing pitch, oversaw stills retouching for Kahlúa, supervised post-production process for Arla social films

Freelance Senior Integrated Producer | Agency: Saatchi & Saatchi | April 2022 – March 2023

Clients: Subway, Direct Line, Marriott, Binance, British Heart Foundation

Deliverables: TVCs, Social Media, Digital, Print, Events, Pitch Films

Acted as Lead Producer on new Subway account, PMing integrated campaign & producing stills shoots

Supported on BHF's International TVC shoot, planned S&S Initiatives, and produced a host of digital & social assets

Freelance Integrated Producer | Agency: Havas London | September 2020 – February 2022

Clients: Vanish, Durex, Molson Coors, Citroen, British Beer Alliance

Deliverables: Social Media, Digital, Print, Pitch Films

Managed the creative development process & produced brand films, animations, social assets and digital banners | have also contributed to successful new client pitches such as Asda & Randstad

Freelance Post-Production Producer | Production Company: JAM Worldwide | February – August 2020

Clients: Huawei, Deliveroo, Hotels.com, F1

Deliverables: Social Media, TV Adaptations

Lead post-production workflows & delivered content to global markets

Post-Production Producer | Production Company: CreativeDrive | August 2017 – January 2020

Clients: Reckitt, Clinique, innocent Smoothies, Play-Doh, Ryobi, Rimowa

Deliverables: TVCs, TV Adaptations

Produced TVCs from creative origination through to complex shoots and global market deliveries

Self-shooting Video Producer | Production Company: TVF Digital | November 2014 – December 2015

Clients: IAI TV, HowTheLightGetsIn Festival, Hilton Hotels

Deliverables: Digital, Online Publications, Social Media

Managed multiple websites & CMS frameworks, secured film partnerships, lead event filming teams & edited content

ABOUT

MSc: The University of Edinburgh in Cultural Studies, 2.1, 2013–2014

BFA: NYU Tisch School of the Arts in Film Production, First Degree, 2008–2012

Courses: Monkey Toast Improv Level 3, 2017 | LFS Directing Commercials, 2019 | City Lit Comedy Writing, 2018

*Ability to Self-Shoot | Proficient in Premiere Pro | Familiar with Photoshop | Knowledge of InDesign
Film Writer- Director & Educator | Fluent in French & Italian | Indefinite Leave to Remain Status | Sole Trader*