AAKASH NATH



SENIOR PRODUCER | PROJECT MANAGER | CREATIVE OPERATIONS

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PORTFOLIO | **LINKEDIN**

PROFILE

Senior Producer and Project Manager with 10+ years' experience across creative agencies, branded content and integrated marketing in the UK and UAE. Experienced in leading multi-channel campaigns across film, social, digital, experiential, OOH and print, managing productions up to AED 10M, international teams and complex client relationships. Combines creative production, client servicing, commercial management and operational leadership, with experience supporting account growth, integrated marketing strategy and long-term client partnerships.

SELECTED CLIENTS

Deliveroo | Sarwa | Maaden | Reckitt | Google | Sky Sports | Samsung | Doritos | TNT Sports | KFC | Tottenham Hotspur | Channel 4 | Hitachi

EXPERIENCE

CREATIVE OPERATIONS LEAD - DUCKLIFE

NOV 2025 - JUL 2026 | DUBAI

- Brought in to strengthen creative operations, client delivery and commercial performance as the agency scaled, overseeing concurrent integrated campaigns across the UAE and international markets.
- Worked closely with senior clients, Account Directors and Creative Directors across accounts including Deliveroo, Sarwa and Maaden, translating business objectives into clear briefs, scopes, budgets and delivery plans while managing relationships, expectations and approvals.
- Led cross-functional resource planning across creative, design, motion and production teams, overseeing internal teams and freelance partners while supporting and mentoring account and project management staff.
- Introduced Float and implemented agency-wide project management frameworks covering resource utilisation, forecasting, project budgets, profitability, onboarding and post-project reviews.
- Led the commercial and operational rescoping of a Deliveroo campaign that expanded from 25 to over 600 assets without a deadline extension. Renegotiated additional client fees, restructured timelines and resources, and coordinated delivery ahead of the original deadline.
- Oversaw integrated digital, OOH and branding campaigns for Sarwa, Maaden, Nexgen and Muwazana, managing production schedules, adaptations, stakeholder approvals, brand consistency and quality control.
- Introduced AI-assisted workflows to improve project visibility, reporting and operational efficiency across creative and production teams.

SENIOR PRODUCER - LADBIBLE

OCT 2023 - NOV 2025 | LONDON

- Served as lead sports producer across major campaigns including the Champions League, Euros and World Cup, delivering integrated branded content for Sky Sports, Betfair, Bet365 and TNT Sports, working closely with athletes, sporting influencers and talent representatives.
- Managed client-facing campaigns from creative development through delivery, building strong relationships with brand stakeholders, agencies and creative teams while overseeing production budgets, crews, contracts, approvals and post-production.
- Helped develop first-time client relationships with Google, Betfair and Bet365 into year-long retained business through successful campaign delivery, client collaboration and support for account growth.
- Collaborated with paid media, strategy and activations teams to align creative production with marketing plans, audience objectives and media requirements, delivering integrated campaigns across social, digital and experiential.
- Led complex productions and post-production workflows, including coordinating 10 remote editors and GFX artists for Google while maintaining a 20% production margin, alongside mentoring junior and mid-level producers.
- Delivered award-winning branded content for Doritos and RNIB, recognised at the Campaign Media Awards in 2024 and 2025, alongside large-scale experiential campaigns including Rowntree's activation reaching an event with approximately 800,000 footfall.

FREELANCE SENIOR CREATIVE PRODUCER - COOLR **JUN 2023 - OCT 2023 | LONDON**

- Developed and produced social-first campaigns for Samsung UK, translating brand and campaign objectives into platform-native creative across Instagram, TikTok, YouTube and X.
- Contributed to creative development, scripts, storyboards, pitches and directing on set, working closely with strategy, creative and account teams.
- Collaborated with Team Galaxy creators and client stakeholders to coordinate influencer-led campaigns, approvals and commercially effective brand content.

FREELANCE PRODUCER / PROJECT MANAGER - McCANN / CRAFT **APR 2023 - JUN 2023 | LONDON**

- Managed production workflows for TVCs and social campaigns across Reckitt's portfolio of 100+ brands, coordinating creative, client, production and business affairs teams.
- Worked with international agency teams and production partners across EMEA, the Americas and APAC, managing regional requirements, stakeholders, suppliers and production delivery.
- Managed production budgets and commercial administration, including estimates, purchase orders, billing, talent usage, insurance and supplier negotiations.

PRODUCER / PROJECT MANAGER - COWSHED COLLECTIVE **JUL 2022 - APR 2023 | LONDON**

- Produced original branded content and new formats for Footasylum, Channel 4, KFC, Sports Direct and Beta Squad.
- Managed single-camera, multi-camera and hidden-camera productions, coordinating crews, freelance creatives, post-production facilities and necessary clearances.
- Produced an original Footasylum YouTube format that generated 1M+ views in two days, alongside original content for Pubity across YouTube, TikTok and Instagram.

JUNIOR PRODUCER - BRAVE SPARK **NOV 2021 - JUN 2022 | LONDON**

- Coordinated end-to-end production for domestic and international shoots, covering casting, locations, crews, equipment, travel, permits, props, wardrobe and on-set logistics.
- Managed day-to-day production communication between clients, crews and internal teams, maintaining clear project updates, feedback loops and contingencies to keep delivery on track.
- Produced 60 social films for Tottenham Hotspur, a high-engagement commercial featuring Twiggy, and 120+ multilingual educational animations for the UK Government.

EARLIER EXPERIENCE

Director's Representative - Hello Love | 2020-2021
Director's Representative - Lemonade Reps / The Visionaries | 2018-2020
Freelance Editor / Production Assistant | 2015-2018

EXPERTISE

Integrated Campaigns | Client Servicing & Account Management | Creative Production | Project Management | Sports Marketing & Branded Content | Client Relationship Development | Brand Campaigns & Rollouts | Film & Video | Social & Digital | Influencer & Athlete Campaigns | Experiential | OOH & Print | Budget & Commercial Management | Resource & Capacity Planning | Team Leadership | Pitches & Proposals | International Production | Workflow Optimisation | AI & Emerging Technology

TOOLS Float | Asana | Monday.com | Adobe Premiere Pro | Final Cut Pro | Photoshop | Pro Tools
LANGUAGES English | Hindi | Urdu | Punjabi | UAE and UK driving licenses

EDUCATION

MA Documentary by Practice - Royal Holloway, University of London
BA Broadcast Journalism - University of Brighton