

Amelia Benjamin CV

I'm a Creative Producer with a love for crafting authentic digital content. I made the leap from educational TV and national campaigns to the dynamic world of digital media, driven by my passion for building bridges with Gen Z communities. I bring experience in development and production for branded content across multiple industries, including Fashion, Sport & Lifestyle, Food & Technology!

Experience

SCREENSHOT

Creative Producer
SCREENSHOT Media | Media Publisher & Social Media Agency
August 2023 to Present

- Lead producer overseeing creative projects, employing innovative storytelling and streamlined production processes to connect with Gen Z audiences effectively.
- Directed the generation of original content ideas resulting in campaigns for notable brands such as Vinted, Canterbury, TomboyX, Communion, and NewForest Films.
- Created persuasive pitch presentations that secured new partnerships, expanded the client portfolio, and enhanced SCREENSHOT Media's competitive position in the marketplace.
- Spearheaded a pioneering nano creator programme for Vinted, producing 150 pieces of UGC content per month to significantly increase brand engagement across several key European markets.
- Led cross-functional teams towards the successful realisation of creative objectives.



Social Producer
Coolr | Social Media & Influencer Marketing Agency
November 2022 to August 2023
Junior Social Producer May 2022 to November 2022 (1 year 3 months)

- Pitching ideas to brands such as Dolby; Samsung, Pret, All Bar One, BoohooMAN, Quakers, Trainline and Monzo
- Using my development and video content background to create engaging social content across a range of brands
- Translating top line ideas or client briefs into high-end concepts and productions
- Sourcing and working with influencers and writing detailed production briefs
- Working within the Coolr Studios team to manage productions and support junior members of staff within the company
- Creating pitch presentations, storyboards and production timelines
- Shooting and editing social videos on mobile phones
- Edit Producing content for a variety of clients
- Managing production budgets for shoots up to £80k

Contact Info + Base

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Linkedin Profile

London Based

Full UK Drivers License

Relevant Skills

- Proficient skills Photoshop
- Proficient skills editing mobile videos with:
Premiere Pro, Capcut, Splice, Inshot
- Copywriting
- Writing pitch decks
- Working to briefs from stakeholders
- Extensive development experience
- Managing production budgets
- Working with Talent & Contributors
- Edit Producing
- Voice Over directing
- Presenting (Vox Pops)
- Knowledge of social media best practices
- Monitor and evaluate social media activity

G

Senior Researcher
Gramafilm | Creative Production Agency
 March 2022 to May 2022 (2 months)

- Worked on set and in office in for a TikTok Live series for Prime Video UK: The Big Picture
- Creation of graphics
- Idea generation / questions
- Background research on contributors
- Updated spreadsheets
- Sourced props
- Moderated TikTok Live sessions
- Ran live competitions

BBC

Senior Researcher
BBC | Share Your Story
 October 2021 to March 2022 (6 months)

- Worked on set and in the office for session preparations
- Casted and briefed contributors
- Created graphics which appeared in SYS sessions across the UK
- Wrote scripts for tour events with high profile talent
- Produced the host and briefed panelists
- Updated spreadsheets and managed the team's budget

Development Researcher
BBC | BBC Children's & Education
 July 2021 - October 2021 (3 months)

- Generated ideas for stories and campaigns
- Delivered creative and compelling ways of presenting research material within proposal documents and treatments
- Organised, planned and co-ordinated productions
- Undertook relevant background research
- Worked as part of the BBC Education Editorial Group, looking into how the department could include more diversity into their content
- Edited sizzle reels for pitches

BBC

Production Assistant & Researcher
BBC | BBC Children's & Education
 May 2019 - Aug 2020 (1 year 3 months)

- Worked across teams within BBC Education Department; Development, Tiny Happy People and BBC Teach, assisting in editorial work and logistics.
- Worked as part of the BBC Education Editorial Group, looking into how the department could include more diversity into their content including exploring how BBC Education could incorporate the Black Curriculum into schools.

BBC Training

- Self-shooting training
- Fair trade awareness
- Online rights short form
- Accuracy gathering material
- Accuracy supporting statistics
- Bespoke production creativity
- The commercial criteria
- Finding and verifying contributors
- First Aid in office & location
- Working with Children

Education History

Brunel University | 2015-2018
 Bachelor of Arts in English with
 Creative Writing
 Upper 2:1

Personal Work and Interests

Content Creator (33k Followers)
 TikTok | @ameliabenzamin



Producer and Screenwriter
When The Sun Goes Down
 (Upcoming short film summer 2024)



Producer & Presenter
Four Walls Documentary

References

Available Upon Request