

EMMA FASSON

HEAD OF FILM

Dynamic and innovative Producer with almost two decades of experience in the film and advertising industry, currently leading the film division at Lucky Generals UK & NY. In charge of overseeing all phases of production from concept to completion, I excel in creating compelling narratives and culturally impactful projects that resonate with diverse audiences. With a proven track record of delivering award-winning campaigns - latest campaign for Make My Money Matter - <https://makemymoneymatter.co.uk/oblivian/>

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PERSONAL PROJECT

The Wayback - VR
Executive Producer
The Wayback is a virtual reality film series designed for those living with dementia and their carers.
<http://thewaybackvr.com/>.

D&AD Pencil - Side Hustle Pencil / Side Hustle / Start-up / 2019

The Wayback - SXSW Best Global Interactive / The Wayback

AWARDS

**Make My Money Matter – Oblivia
Coalmine – Gold British Arrow**

**Virgin Atlantic – ‘I am what I am’ D&AD
Wood pencil/ British arrow winner**

**Bose ‘Get Closer’ TV - British Arrows
Silver
Bose ‘Get Closer’ TV 6 Creative Circle
Awards - Gold for Directing, Editing &
Use of Music**

**Tate ‘Gin Lane’ (Radio)- D&AD Awards
2017 Radio & Audio Wood Pencil**

**Gillette ‘100 Years of Hair’ (Online film) –
Gold & Silver Effie**

EDUCATION

Institute of Practitioners in Advertising – TV
Production Knowledge - CREDIT
Fashion & Beauty PR short course – St. Martin’s
college
Queens College – Executive PA & Marketing
Diploma with Distinction
3 A- Levels; 8 GCSEs

PROFESSIONAL EXPERIENCE

LUCKY GENERALS | Head of Film | London & New York 2017 - Present

Clients: Universal Studios, Virgin Atlantic, Netflix, Make My Money Matter, Heineken, EDF, uSwitch

- Lead and manage the production department, overseeing all aspects of film production from getting involved in pitches to concept development to final delivery.
- In constant production on big global clients for big global work as well as tiny budgets with ambitious scripts striving always for first class creative, and needing to engage top talent to create award winning work.
- I am currently producing a \$10m job globally for Universal with global multi-platform outputs
- Working across London & New York daily and managing teams on the ground in London and remotely
- Seen within the agency as championing creative excellence and continuous improvement whilst aiming to foster a culture of innovation, collaboration, and accountability.
- Able to provide strategic guidance on production budgets, resource allocation, and scheduling to ensure projects are delivered on time and within budget.
- Maintain strong relationships with clients (am often dealing with clients directly), vendors and industry partners to facilitate seamless project execution alongside fostering long-term partnerships which is invaluable.
- Financial responsibility & accountability within the agency and my departments
- Setup a mentoring scheme within the production department and partnering with graduates and local schemes.
- Currently sit on the board for Clean Creatives (partaking in panel discussions) and part of creating a ‘green’ book to ensure we all make greener productions. (A guest speaker this year at the creative festival in Margate)

GREY LONDON | Senior Producer | London 2013 - 2017

Clients: Bose, Lucozade, Pantene, The Tate, Vodafone, Braun, Visa, United Biscuits, Helly Hansen, P&G

- Responsible for maintaining overall production operations across big bits of business globally including running all of Pantene & Gillette over the years
- Producing over 45 commercials across Grey London clients incl. Bose, Lucozade P&G/ McVities/ Koovs/ Helly Hansen; often shot for global markets shot across the world
- Produced award winning film Bose -<https://www.youtube.com/watch?v=OWFoDkef1Gs>
- Integral part of Gillette’s first ever major online activity stop-frame animation 6 million hits and numerous awards
- In charge of managing the Assistant Producer scheme in passion projects and nurturing them in month workshops

PUBLICIS | Producer | London 2009 - 2013

Clients: Garnier, Malibu, P&G, The Army, McVities, Renault

- Produced multi-platform work across various clients – Renault/Garnier/P&G Tempo/The army/ McVities
- Garnier - dedicated producer; ran all shoots, client interface and celebrity talent management
- Key financial responsibilities – scoping campaigns & delivering all jobs within budget
- Sat the IPA course
- Supporting all senior producers with scoping and financial reconciling

Beta | Production Assistant | London 2008 - 2009

Clients: Thomas Cook

RKCR | Producer | London 2005 - 2007

Clients: BBC, Virgin Atlantic, M&S