



ELLOISE MATTHEWS

Contact

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Specialties

Production Planning
Production Management
Studio Operations
Operations Management
Risk Management
Budget Oversight
Crew Oversight
Resource Planning
Cost Controls
Financial Reporting
Location Logistics
Contract Administration
Stakeholder Communication
Client Relations
Vendor & Supplier Negotiation
Cross-Functional Leadership
Complex Problem Solving
Quality Assurance
Regulatory Compliance
Training & Development
Workflow Optimization

Profile

Strategic Production Leader with extensive experience delivering complex local and international film and media productions within large-scale, high-visibility environments. Proven at controlling budgets, schedules, logistics and crews to meet ambitious timelines and deliver on time and on budget. Leads productions decisively from early planning and creative alignment through on-set execution, providing clear operational direction and governance to creative teams.

Brings hands-on experience across Studio and Location Productions, working directly with stage and on-set crews, technical departments and external partners to maintain disciplined, efficient day-to-day operations. Recognized for leading multi-disciplinary teams, driving workflow efficiency, managing resources and enforcing rigorous safety and operational standards, consistently translating cultural vision into reliable, scalable production delivery.

Experience

Location Manager/ Studio Operations/ Producer
NEOM Media Sector (Saudi Arabia) | 08/2020–10/2025

- Facilitate full-cycle production coordination for regional and international projects, including location logistics, permitting, studio logistics and operational delivery across a growing media sector.
- Partner with cross-functional teams and government entities to streamline permitting frameworks, improve cost efficiency and strengthen operational delivery.
- Provide end-to-end logistical support, supplier coordination and incentive guidance to visiting producers and studio partners.
- Play a key role in enhancing local production capacity, mentoring emerging professionals and developing standardized training for on-ground film crews.
- Ensure environmental compliance and operational safety across all production activities while maintaining alignment with budgetary and creative goals.

Audio Visual Specialist
Haley Sharpe South Africa (GGHNP, South Africa) | 01/2019–07/2020

- Manage the creation and delivery of multimedia and audiovisual content for museum and exhibition.
- Collaborate with curators, designers and teams to align creative vision, production workflows and timelines.
- Coordinate production schedules and resources to ensure timely execution of exhibition content.
- Ensure content quality and alignment with creative objectives, maintaining high standards across all projects.

Location Manager
TwoFour54 (Abu Dhabi, UAE) | 04/2014–07/2018

- Enhanced production operations by managing logistics, permitting and location coordination for major international feature films and commercials.
- Supported a range of high-profile projects like *Bang Bang*, *Baby*, *Disboom* and *Tiger Zinda Hai*.
- Liaised with government entities, landowners and production stakeholders to facilitate timely access, compliance and approvals.
- Improved production operations and recordkeeping systems by implementing standardized processes for permits, documentation and budget tracking.
- Assisted with outreach to producers and film makers, to promote Abu Dhabi's landscapes and infrastructure as a world-class filming destination.

Technical Skills

Microsoft 365
Google Workspace
Movie Magic Budgeting
Movie Magic Scheduling
Adobe Photoshop

Education

Microsoft Certified Professional

Training

+40 Courses in Project Management, Inclusive Leadership, Customer Experience, Communications, etc. (see LinkedIn for more):

Inclusive Leadership, LinkedIn Learning, 2025

Leading Strategic Projects Successfully, Cambridge Judge Business School, 2024

Winning Through Customer Experience (Customer Experience), Bain & Company, 2024

References can be supplied upon request.

Additional Experience

Location Manager / Producer / Fixer
Freelance (Africa & GCC) | 11/1999– 4/2014

- Led on-site production operations, including crew management, transportation and permitting for major networks such as BBC, National Geographic and Discovery Channel.
- Earned a reputation for reliability, problem-solving and operational excellence, having delivered major campaigns for major clients like *Volkswagen*, *Johnnie Walker*, *Pepsi*, and *Nokia*.
- Spearheaded and resolved on-ground challenges and maintained compliance with regulatory standards, as the key liaison between local authorities, talent and international production.
- Negotiated contracts and managed vendor relationships to optimize budgets and maintain production quality across diverse and demanding environments.

Project Portfolio

Location Manager, Hajjan, NEOM Media Sector, Saudi Arabia, 2022
Location Manager, Dunki, NEOM Media Sector, Saudi Arabia, 2022
Location Manager, Hobal, NEOM Media Sector, Saudi Arabia, 2023
Location Manager, Al Gaid, NEOM Media Sector, Saudi Arabia, 2023–2024
Location Manager, Unbreakable (Season 1 & 2), NEOM Media Sector, Saudi Arabia, 2023&2024
Location Manager, Million Dollar Land (Season 1 & 2), NEOM / MBC, Saudi Arabia, 2023&2024
Location Manager, Betty Hughes: Lost Worlds of the Nabateans, NEOM Media Sector, Saudi Arabia, 2021
Location Manager, Within Sands, NEOM Media Sector, Saudi Arabia, 2021
Audio/Visual Specialist, Dinosaur Interpretation Centre, Haley Sharpe South Africa (GGHNP), 2019–2020
Location Manager, Tiger Zinda Hai, TwoFour54, Abu Dhabi, UAE, 2017
Location Manager, Dishoom, TwoFour54, Abu Dhabi, UAE, 2016
Location Manager, Baby, TwoFour54, Abu Dhabi, UAE, 2014
Location Manager, Bang Bang, TwoFour54, Abu Dhabi, UAE, 2013
Location Manager, Bankster, TwoFour54, Abu Dhabi, UAE, 2015
Location Manager, Sheikha Fatima Documentary, TwoFour54, Abu Dhabi, 2015
Location Manager, MOFA Documentary, TwoFour54, Abu Dhabi, UAE, 2015
Fixer, Nelson Mandela Funeral, BBC Events, South Africa, 2013
Fixer, Eddie Izzard: Mandela Marathon, BBC, South Africa, 2012
Fixer, 2010 FIFA World Cup, BBC, South Africa, 2010
Fixer, The Long Way Down (Ewan McGregor & Charley Boorman), BBC, 2007
AD, Walking with Cavemen, BBC, Southern Africa, 2003
AD, Stander, Moonlighting Films, South Africa, 2002
Location Manager, Various Global Commercials (Volkswagen, Johnnie Walker, Pepsi, Opel, Nokia, KFC, Mercedes, McDonald's, etc.), Tenacity Films / Egg Films / Gatehouse / Frieze Films / Orange Films, Southern Africa, 1999–2014

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C o n t a c t

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P r o f i l e

With 28 year's experience in Locations and Production, I bring a proven track record delivering complex Film and Media Productions across Features, Commercials and Documentaries, including over a decade across the MENA/GCC region. I combine deep Location expertise spanning scouting, permitting, on set logistics, risk assessment and government liaison with end-to-end Production Leadership, overseeing multiple Productions concurrently, managing budgets, schedules, crews and resources from concept through delivery and collaborating closely with clients, vendors and stakeholders to ensure quality and efficiency.

For the past 5 year I worked as a Location Manager for NEOM Media, supporting Regional and International Productions. I provided end-to-end Location and Production support, for all incoming Productions. I regularly oversaw multiple Productions simultaneously, managing Location Logistics, budgets, schedules and Production resources, while supporting on-set execution and operational problem-solving.

In 2019–early 2020, I served as the Audio/Visual and Communications Specialist for Haley Sharpe SA, contributing to the Dinosaur Interpretation Centre at Golden Gate Highlands National Park, where I supported creative coordination, Production delivery and quality control from concept through installation.

From 2014–2018, I worked as a Location Manager at twofour54 in Abu Dhabi, managing large-scale Bollywood Productions including *Bang Bang*, *Baby*, *Dishoom*, and *Tiger Zinda Hai*. In this role, I led cross-functional teams, Location Managed, hired and managed Production staff, coordinated complex Production schedules and budgets and ensured deadline adherence and delivery across multiple concurrent Productions .

Earlier in my career, I worked extensively across Southern Africa, establishing myself as one of only two female Unit/Location Managers in the region. I specialised in Commercials and Documentaries, working with broadcasters such as BBC, National Geographic, Discovery Channel, History Channel and global brands including Nokia, Volkswagen, Mazda, Pepsi, Opel and Johnnie Walker. These roles strengthened my ability to manage creative teams, vendors and stakeholders across diverse Production environments.

I acted as the main Fixer for the BBC during the 2010 FIFA World Cup and on high-profile projects including Eddie Izzard: Mandela Marathon (2012) and Long Way Down with Ewan McGregor and Charley Boorman, providing Production and Location Management, covering on-set management and logistics.

FEATURES /COMMERCIAL/ DOCUMENTARY WORK HISTORY

PRODUCTION COMPANY	PRODUCTION
2025	
NEOM	Queen of Mars
NEOM	Prep- The Mission
2024	
NEOM	Saidan- Season 1
NEOM	Unbreakable- Season 2
NEOM	Million Dollar Desert -Season 1
NEOM	Million Dollar Land -Season 2
NEOM	Al Gaid
2023	
NEOM	Al Gaid
NEOM	Hobal
NEOM	Unbreakable- Season 1
NEOM	Million Dollar Land -Season 1
2022	
NEOM	Hajjan
NEOM	Dunki
2021	
NEOM	Within Sands
NEOM	Lost Worlds of the Nabateans
2019/2020	
HSSA	Dinosaur Interpretation Centre - GGHNP

2018	
Twofour54	Prep Race3
Twofour54	Prep Sahoo
Twofour54	Tiger Zinda Hai
2017	
Twofour54	Tiger Zinda Hai
2016	
Twofour54	Dishoom
2015	
Twofour54	Dishoom
Twofour54	Sheikha Fatima
Twofour54	MOFA
Twofour54	Bankster
2014	
Twofour54	Baby
Twofour54	Bedraget
IWC Media	Slow Train Through Africa
The Armoury	De Beers
Twofour54/ Fox Star	Bang Bang
Bouffant	South African Tourism
Ginger Pictures	Tigo
The Big Picture Company	SAGA
Tenacity Films	Barclays
2013	
BBC Events	Nelson Mandela Funeral

Love Productions	Sports Relief
Maximus Films	Food Hunter
Sultan Sushi	Canvas with Jan Leyers
Phil McIntyre	Virgin Holidays
Integrated Talent	Microsoft Goldfields
Monkey Films	Dulux
Your Girlfriend	Lotto
Embassy	Techno
Frieze Films	Hollard
Giant	Consol-Party
Nelson Mandela Funeral	BBC
Tenacity Films	Nescafe
Tenacity Films	ABSA
Juice Films	The Messenger
Tenacity Films	J&B
Tenacity Films	Honda
Tenacity Films	Liberty Brand
Good Cop	City & Road Lodge
Orange Films	Samsung
Tenacity Films	Santam
Giant	KFC
Bouffant	Lovers Plus
Bouffant	StanLib
Gatehouse Commercials	Johnnie Walker
Bruce Millen Productions	Dackia

Orange Films	Samsung
Egg Films	McDonalds
Tenacity Films	Grandpa
Egg Films	Johnnie Walker Strider
Gatehouse Commercials	Sky
2012	
Filmworks	QNB
Lobster Tree	Papa Marchal
Egg Films	Moison's Canadian Beer
Tenacity Films	Jet
Tenacity Films	Orange Mobile
Frieze Films	ABSA
Tenacity Films	Dawn
Gatehouse (Cape Town)	Optum
Ireland Davenport	MTN
Tenacity Films	Five Roses
Eddie Izzard- Mandela Marathon	Sky1
Dissident Productions (Cape Town)	Airtel
Fresh Eye Productions	Castle Lite
2011	
CAB Films (Cape Town)	Hollard
Egg Films (Cape Town)	Axa
Tenacity Films	Milo
Tenacity Films	ABSA
The Picture Tree	Ovaltine

Tenacity Films	Toyota
Tenacity Films	Chicken Licken
CAB Films (Cape Town)	Tastic
Elfstone Pictures	Sho't Left
CAB Films (Cape Town)	Life Health Care
Tenacity Films	KFC
Gatehouse (Cape Town)	Downy Lenor
Tenacity Films	Tata
Tenacity Films	Capfin
Frieze Films	Standard Bank 'The Wire'
Orange Films (Cape Town)	Posco
Egg Films (Cape Town)	Ford Ranger 'Road Trip'
Gatehouse (Cape Town)	Smirnoff
Gatehouse (Cape Town)	Millers
Clearwater	Magic Moments
Jump (Cape Town)	Wimpy
Egg Films	KFC 'Office'
Terraplane	Ford
Frieze Films	Mercedes
Egg Films	Vodaphone
2010	
2010 World Cup	BBC
Dissident Productions (Cape Town)	Airtel 'Friendzy'
Tenacity Films	Warm & Fuzzy
Red Petal Productions	Opel Corsa

Red Dot Productions	Maggie
Sweet Spot Content	McDonalds
Jump (Cape Town)	Nedbank
Jump (Cape Town)	Castle
1 Bigdoor Entertainment	SA Pork Car Wash
Tenacity Films (Cape Town)	Chicken Licken
7 Films / Ikhaya Films (Cape Town)	KFC 'Bowls'
Egg Films	Chicken Licken 'Begger'
Neil Roberts Productions	Caltrate
Moonlighting (Cape Town)	Ford Fiesta
The Picture Tree	Game
CAB Films (Cape Town)	CTM
Frieze Films	Telkom
Tenacity Films	Nedbank
Best Light Films (Cape Town)	Telus
Big Banana	Songs of Praise
Tenacity Films (Cape Town)	Gautrain
Platypus Production (Cape Town)	Woolworths
Frieze Films	Turbo King
Egg Films	City Lodge
The Shooting Gallery (Cape Town)	Nike 'PSA'
Terraplane	Edgars

Detailed work history prior to 2010 to be made available at your request.