

SEQUOIA O'SULLIVAN

Senior Producer | Commercial & Integrated Content | Brand & Agency Production

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Dubai Resident | Available from September



PROFILE

Versatile Senior Producer with over a decade of experience delivering high-impact commercial content across TV, cinema, digital and social platforms. Equally confident operating agency or production side roles, with a proven track record managing complex, multi-market campaigns for globally recognised brands. Proven track record of building trusted client relationships, leading cross-functional teams, and driving ambitious creative ideas from brief through to delivery.

CAREER HIGHLIGHTS

- ✓ 10+ years across agency, client-side and independent production environments
- ✓ Delivered campaigns for Ferrari, Google, Meta, Disney, Barclays, Haleon and more
- ✓ Managed production budgets ranging from £20k to £1m+ across concurrent campaigns
- ✓ Expertise spanning TV, digital, social, OOH, animation and branded content
- ✓ Productions across the UK, Europe and North America; now based in Dubai and targeting GCC opportunities
- ✓ End-to-end ownership from creative development and supplier negotiation through to final delivery

SELECTED CLIENTS

Ferrari • Google • Meta • Disney • Barclays • FedEx • Haleon • Universal Music • Sony Music • Qantas

KEY CAMPAIGN HIGHLIGHTS

Client / Agency	Role	Project & Scope
Otrivin / Publicis CaST	Senior Producer	Seasonal & Khone 2025 — multi-market TV, digital and social campaign across Haleon brand portfolio
Ferrari / Redwood BBDO	Senior Producer	Purosangue launch content, F169S support films — high-end automotive content across multiple formats
Google / Redwood BBDO	Senior Producer	B2B, event and online video content — integrated digital campaign suite for global audience
Barclays / Redwood BBDO	Senior Producer	Street Talk series — authentic branded content across digital and social platforms
Meta / Made By Stella	Senior Producer	Having a Voice in the Workplace — US-based production managing international crews and stakeholders
Disney	Producer	Christmas Campaign & Toolkits; Philips Hospital Initiative animation shorts — live action, animation and stills across TV, cinema and digital

PROFESSIONAL EXPERIENCE

Senior Producer

April 2023 – August 2026

CaST at Prodigious / Publicis Production — London

London, UK

- ▶ Senior agency producer across various Haleon brands, overseeing multi-channel campaigns spanning TV, digital and social platforms.
- ▶ Maintaining clear client communication across multiple concurrent workstreams, ensuring alignment between creative vision, brand objectives and commercial requirements.
- ▶ Managed budgets from briefing stage through final delivery, overseeing production logistics, scheduling, vendor negotiation and cost reporting across complex campaigns.
- ▶ Delivered consistent on-brief, on-budget output while maintaining rigorous quality standards and stakeholder sign-off processes.

Freelance Senior Producer

November 2021 – April 2023

Red Studios — Redwood BBDO & AMV BBDO — London

London, UK

- ▶ Senior Producer within Redwood BBDO's internal production team, operating fluidly as both agency and production producer across a high-profile client roster including Ferrari, Barclays, FedEx and Google.
- ▶ Managed the full production lifecycle — from project sign-off through pre-production, shoot, post-production and final delivery — for commercially demanding, multi-format campaigns.
- ▶ Delivered the Purosangue content and F169S launch films for Ferrari, coordinating premium production crews, locations and post workflows to exacting brand standards.

Freelance Producer

October 2021 – November 2021

Made By Stella

London / US

- ▶ Production producer on a US-based shoot for Meta's Having a Voice in the Workplace campaign, managing all production processes including international crew coordination, client liaison, budget control, scheduling and on-set management.

Freelance Producer

March 2019 – October 2021

The Walt Disney Company — Internal Creative Team

London, UK

- ▶ Dual agency and production producer role within Disney's internal creative team, delivering live action, animation and stills content for TV, social, online and cinema across a diverse slate of campaigns.
- ▶ Produced multi-channel campaigns for global Disney franchises, balancing ambitious creative scope with strict brand guidelines, compliance requirements and high-volume stakeholder approvals.
- ▶ Delivered Christmas Campaign & Toolkits and the Philips Hospital Initiative animation shorts, demonstrating versatility across both large-scale campaigns and focused branded initiatives.

Producer

June 2015 – March 2019

Texture — London

London, UK

- ▶ Produced content across online, TV, cinema, social and radio platforms for a broad client roster including Universal Music, Sony Music, Qantas, Havas, DCM and The Walt Disney Company.

QUALIFICATIONS & COMPLIANCE

Industry

- ▶ APA Producers Course
- ▶ IPA Negotiation Course
- ▶ 1st Option Managing Covid-19 Risks on Production Certificate
- ▶ St John's Ambulance Paediatric First Aid

Compliance & Regulatory

- ▶ Clearcast
- ▶ IMDB Pro
- ▶ CAA • RCC

Software & Production Tools

Microsoft Excel • FarmersWife • Workfront • Keynote • PowerPoint • Microsoft Word • Schedule
