

Jo Pearson - Credits

Senior Producer, ITN Productions Special Projects, London

- 3D animation creative treatment, scripting and production - SteelEye transaction software start-up
- Global flagship film with international professional safety association, EEMUA
- Suite of 15 marketing, promotional and client information films for global business software brand, Oracle NetSuite
- Anniversary conference video and megatrends films for Royal Institution of Chartered Surveyors (RICS), UK, with filming in London, Singapore and India
- Produced megatrends panel debate for Global Built Environment Forum (RICS), London
- Marketing video and online promotional strategy for start-up global women's mentoring site, Share Your Connections
- Series of 13 video interviews with research leads at University College London (UCL) for promotional purposes

Senior Producer, ITN Productions Industry News

- 2016 and 2017: '*Policing for the Future*' and '*Above and Beyond*' - director/producer/writer/client management for 60 minute news-style programme for the Police Federation of England and Wales
- Production of three promotional films for Axon Taser, with french translations
- 2017 '*Prisons - the Last Resort*' - director/producer/writer/client management of 90 minute news-style programme for the International Corrections and Prisons Association (ICPA)
- 2017 - producer/writer/ client management of Industry News programmes for: Chartered Institute of Building (CIOB), Freedom and Autonomy in Schools Association (FASNA), Chartered Institute of Management Accountants, Association for Public Service Excellence (APSE), the Security Institute, International Society for Professional Innovation Management (ISPIM) and Commonwealth Lawyers' Association (CLA)
- 2015 '*Driving Change*' - producer/writer - 4 x 45 minute news-style programmes for the Institute of the Motor Industry (IMI)

Writer/Producer/Director/Interviewer - MerchantCantos, PWC Team.

- PwC 2015 '*Spirit of Partnership*' - interviewer/producer/director - partner interviews, defining the special qualities of PwC partnership
- PwC (2015) '*Internal Audit. Expect More*' - creative treatment and producer of skateboarding and stunt BMX film for PwC Assurance
- PwC 2015) '*Journey to Agility*' - writer/producer/director - studio-based conference opener with tracked graphics
- PwC (2014) '*Data and Analytics*' - interviewer/producer/director - suite of 19 interview films and a trailer for promotional campaign
- PwC (2014) '*The Future of Financial Services*' - writer/producer - animation illustrating the changing role of financial services in society
- PwC (2014) '*Paying for Tomorrow*' - interviewer/producer - campaign launch video, featuring PwC's Head of Tax
- PwC(2014) '*PwC CEO Survey*' - writer/producer/director - studio-based trailer promotion

- PwC (2013) '*Open Mind 2*' - producer/writer dramatisation to launch internal diversity campaign, and four case-study interview videos. Bronze medal winner of Chartered Institute of Public Relations, UK (CIPR) Award
- PwC '*Coutts Transformation*' – interviewer/producer of PwC case study interview project
- Qatar Airlines '*Conference Video*' – interviewer/ producer of client satisfaction interview film
- PwC '*Iris*' – writer/creative treatment/producer - 2D animation to promote new CRM software throughout the firm
- PwC '*Sustainability*' Video – producer/director – green screen project

2008 – 2012 Freelance Creative Producer - BDA Creative, Soho, London.

- '*Barclays Banking app*' (2011) - creative producer. Launch video for Barclays mobile banking application
- '*British Gas Splash Awards*' (2010) producer/writer/prod. manager/co-director - promotional film. Bronze Medal winner at the New York Film and Television Awards, Business Theatre category. Creative director, Richard Cousins
- '*British Gas PAYGE Business Updates*' (2010) - creative producer /director/ interviewer - senior management and employee perspectives for two films
- '*British Gas Green Streets Award*' (2009) - creative producer/director/interviewer - a 'slice of life' story about Britain's 'greenest' street
- '*Barclays Savings Training*' (2009) - creative producer/director - a series of training films

1998-2012 Director and Business Development Manager - Media Strategies

- '*Strength in Unity*' - producer/production manager - four interview films to launch a joint venture marketing campaign for Australian Unity
- '*Worley Parsons BP Interview*' - interviewer/producer. Supplier advice for Worley Parsons, filmed in Houston, Texas
- '*Film Victoria*' (2011) producer/director/interviewer - a 20 minute film, featuring leading Australian film and television directors, for a major Australian film funding body
- '*IELTS*' (2011) producer – 30 filmed English-language-testing interviews for global reference
- '*What's In a Look?*' (2010) - creative producer/director/production manager - four corporate marketing films for Pacific Brands UK
- '*Strictly On the Record*' (2010) producer/writer - bespoke media training DVD, for major Australian directories business, Sensis

2007 – 2008

- NDTV 'Profit' television, India, trainer and consultant with iO Media Consulting team
- MBC News, Dubai, studio presenter and reporter coaching, with iO Media Consulting team