

WILL ROBINSON

PRODUCER / DIRECTOR / CINEMATOGRAPHER / EDIT / MOTION DESIGN

PROFILE

I am a Producer / Director specialising in story-led film and content for brands, agencies and production companies. Experienced in leading creative direction, for global brands, overseeing production and delivering work with clear strategic and commercial outcomes and highly skilled in the tools of filmmaking.

[View my showreel here.](#)

EXPERIENCE

2000 - 2025

DURA FILMS

PRODUCTION LEAD / FILM & VIDEO DIRECTOR

- Leading a core team of creatives, editors, DPs and producers to create brand films and documentaries across sport, music, fashion, tech and lifestyle.
- Drove creative direction, production processes and delivery of high-end branded content for brands including adidas, Puma, BBC, PwC, SportBIBLE, EA and many more.
- Managed key relationships with agencies and brands, ensuring communication remained clear, engagement remained high and client satisfaction was achieved and surpassed.

2016 - PRESENT

FREELANCE

DIRECTOR / VIDEOGRAPHER / EDIT / MOTION DESIGN

- Working with global brands to translate their goals into a creative vision to reach their intended audience.
- Creative development on format, editorial, visual identity, tone and delivery to bring multiple product-led campaigns to life for global brands.
- Responsible for production processes and workflows with a small team of producers, DPs, editors and motion designers.
- Devised and directed editorial for branded documentaries.
- Skilled cinematographer shooting on a wide range of formats including ARRI, BMPCC, Canon and Sony cinema cameras.
- Oversee all post-production workflows and delivery — from camera and codec choices, through DIT solutions, to edit software compatibility, VFX integration, colour grading, versioning, client feedback processes, delivery and archive storage & retrieval.

CONTACT:

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SKILLS

- Brand storytelling & creative workflow building
- Campaign concepts and content strategy
- Creative direction across film & video.
- Production leadership and delivery
- Social-first and digital content ecosystems
- Adobe Creative Suite to High Standard
- Cinematography to high standard, shooting on all formats

LANGUAGES

- English (Fluent)
- French (Intermediate)
- Spanish (Intermediate)

REFERENCE

Jenni Rutherford

COO
Meadowlark Media

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2013 - 2016

BBC

PRODUCER / DIRECTOR

- Creative direction and execution of digital and broadcast content.
- Responsible for research, development, scripting, filming and post-production of a wide range of content streams for BBC properties, including BAFTA-winning programming.
- Responsible for R&D of emerging filmmaking tools such as, contemporaneously, VR, 360 video, branching narrative concepts and interactive storytelling workflows.

2006 - 2013

PRODUCER / DIRECTOR

- My training included two prior years at the BBC straight out of Uni where I learned how to do things and how not to do things if you want to be truly creative and effective.
- I also spent a year training with DOP Fabian Wagner (Game of Thrones, Justice League etc).
- I shot for broadcast and worked as a researcher and assistant producer in broadcast Factual Entertainment on shows such as Dragons' Den, Street Doctor, Honey We're Killing the Kids and more.

EDUCATION

UNIVERSITY OF LEEDS

BA Broadcasting

Grade: 2.1

MANCHESTER GRAMMAR SCHOOL

A LEVEL - French A*, Spanish A, Politics B, History B