

# PHILIPPA ARMSBY-WARD

Director / Producer

## CV / PROFILE SUMMARY

With decades of experience in television producing/directing short and long form films, my expertise covers many genres including, documentaries, features, branded content and tv ads. I'm an expert in developing storylines, managing talent, directing crew, edit producing, scripting and delivering to tight deadlines. I've worked internationally with local and UK crews, often within complex and pressured situations. A fantastic communicator, I'm equally at home with advertising agencies, broadcasters or directly with clients. A committed team leader comfortable directing projects of all sizes, from large scale international productions, to small, quick turnaround programmes with the ability to self-shoot and edit.

Links: [Showreel](#) [Vimeo](#) [LinkedIn](#) [Facebook](#) [Instagram](#) [Wildhorse Films](#)

### **WILDHORSE FILMS, Devon & London**

FOUNDER / DIRECTOR / PRODUCER

Jan 2012 – Present

Wildhorse Films was founded by Philippa to produce documentaries and films that reflect honest narratives with imagination and excellence. Using her experience and history of filmmaking to lead, inspire, create stories that will resonate. Producing documentary programmes for broadcast networks, sharing stories from all corners of the world.

Philippa is attached to direct two feature films, in the finance stages. Due to shoot 2020/21

#### **FEATURES:**

The Knockout (dev/funding) drama feature

The Day of the Swans (dev/funding) drama feature

#### **BROADCAST TV:**

Exeter Chiefs Academy – Road to Welly (BT Sport)

Equus WW series 1 / 3 eps (H&CTV) shot in India, USA, Iceland, Spain, UK & Argentina

A Devon PC Camp (H&CTV) \*\*\*WINNER\*\*\* Equus Film Festival 2018

#### **COMMERCIAL CLIENTS:**

Liz Earle, Met Office, Skoda, BrightHouse, Staples, Horse & Country TV, Warm-Welcome Group and Radiance MediSpa.

### **SPLASH PROJECTS**

DIRECTOR of FILM, MARKETING & COMMUNICATIONS

April 2017 – Oct 2017

**As Director of Film, Marketing and Communications** my role was to deliver all film content produced across the globe. From teaching MBA students, recent graduate trainees, senior sales teams and large corporate companies with a social responsibility how to make a film, while the teams build playgrounds, sensory parks and hydroponic greenhouses.

#### **CLIENTS:**

BEKAERT USA, INSEAD MBA France & Singapore, Santander UK, ETEX France and BAE Systems UK

### **TWOFOUR DIGITAL, London & Plymouth**

SENIOR PRODUCER / DIRECTOR

May 2008-Dec 2011

**Series/Line Producer** for DuPont's award winning series of mini-docs aired on BBC Worldwide.

Global mega-trends. Working closely with Ogilvy Entertainment (NYC) and BBCW (UK). 12 x mini-docs shot around the world, content focused on the planet's changing needs for sustainability, agriculture, safety, renewable energy, housing and food. The mini-docs show how DuPont's science, in collaboration with local manufacturers, is positively impacting on the way communities think and act.

**Producer/director** on a range of films within the brand communications team for Audi, RHS Chelsea Flower Show, Met Office, South West Water, GSK, RHS Wisley, UKHO, QCDA and Plymouth University.

**Creative Lead/Producer and Director** on a range of video projects for Volkswagen UK, including global conferences, monthly broadcasts and video broadcasts to its retailer network. Directed VW ambassadors Ian Botham, Andrew Flintoff and Stuart Broad at Silverstone.

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## **FREELANCE PRODUCER, UK**

April 1993-June 2008

Producing commercials, pop promos, corporate videos and sponsorship TV idents, working directly with clients, advertising agencies and record companies. Total control of budgets, schedules, shoots, hiring of crew and equipment. Also covering casting, commissioning composers and artiste terms & conditions. Liaising with advertising agencies (M&C, Saatchi & Saatchi, Grey) and clients (Axa Sun Life, Ribena, Heineken, Rover, Compaq, P&O). Working closely with Directors, developing scripts and coordinating the logistics of shoots. Coordinating overseas shoots (America, Far East, Eastern Europe, Europe and UK). Overseeing post-production with the Director to either their cut or final cut and delivery.

## **PRETTYCOOL PRODUCTIONS, London**

FOUNDER / PRODUCER / DIRECTOR

April 2006 – Sept 2007

Prettycool Prods produced a make up DVD and apps for Lips to Lashes, presented by international celebrity make up artist Jane Bradley. The DVD and apps are sold around the world.

## **LOVE IT PRODUCTIONS, London**

PRODUCER / CREATIVE DIRECTOR

Feb 2001-April 2003

Establishing Love It Productions within an award-winning broadcast company, to produce commercials, sponsorship idents & promos. Representing directors to advertising agencies and record companies.

## **AGENCY DIVISION INC., New York**

PRODUCTION CO-ORDINATOR

Mar 1990-Mar 1993

Working closely with Creative Director, Mike Sinclair on unique live events and shows for a leading live events production company. Accountable for schedules, budgets, day to day running of office and support staff. Managing production on-site, crew supervision, artiste and management liaison.

### **SHOWS:**

Earth Day 1991 – staged at Foxborough stadium (30,000 people) featuring Maxi Priest, Jesus Jones, 10,000 Manics, Billy Bragg, Bruce Hornsby, Jackson Browne and more. D.I.F.F.A. Gala charity night held in New York City Armory featuring Liza Minelli and Bobby McFerrin. Queens Festival – attended by 3 million people over a weekend, Creative Services produced the main stage featuring Tower of Power, Queen Latifah and Michel Camilo. Creative Services also managed The Garden State Arts Centre (11,000 capacity) in New Jersey, and where national and international acts performed on tour with up to 70 bands a season. These included Sting, Morrissey, Jimmy Buffet, Don Henley, The Robert Cray Band and more.

## **DAVID MONTGOMERY (Photographer), London**

STUDIO MANAGER / PA

1988-1990

Daily running of busy commercial international photographic studio for international portrait photographer. Organising shoots, producing budgets, selecting hair and make-up, booking models and locations. Representing international photographers to agencies.

## **Education**

1984-85

BRIGHTON & HOVE BUSINESS COLLEGE, Brighton, E. Sussex.

Diploma in Business Studies and Communications.

1979-84

HOVE COMPREHENSIVE SCHOOL, Hove, E. Sussex.

5 'O' levels

## **Interests / Hobbies**

Filmmaking, photography, family, horse riding, running, travel, art and wine.

## **References upon request**