

# Mark Waddington

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## Summary

Experienced TV director and producer. Worked at the highest level in broadcast production. Directed and produced many high profile on-air promotional campaigns for the BBC. Established, ran and trained specialist creative teams to promote BBC NEWS and ENGLISH REGIONS services. More recently he led the launch of the online service ITV Local Yorkshire. Early career includes BBC Radio and TV news presentation and a longstanding passion for blogging and new media.

## Experience

Freelance multimedia producer and trainer 2009 to the present

- Established own business providing multi-media educational workshops for schools.
- Advising on strategies to engage children through the use of filmmaking, blogging and a range of emerging technologies.

Channels Manager, ITV Local 2007 to 2009

- Overall responsibility for the launch of the online service ITV Local Yorkshire.
- Responsible for the management of the editorial team and content including overseeing the daily provision of news from the ITV newsrooms.
- Facilitating partnerships with community groups to provide content

Creative Producer, Red Bee Media & BBC Broadcast 1997 to 2007

- Recruited, managed and trained teams of promotions directors working on BBC TV channels. Responsible for the launch creative of BBC NEWS 24 and BBC KNOWLEDGE (BBC FOUR).
- Editorial responsibility for the day to day on-air promotional activities including programmes such as Panorama. Set up specialist creative teams for BBC NEWS and BBC ENGLISH REGIONS.
- Devised and ran annual training courses for trainee promo directors and supplied a number of workshops for the BBC World Service Trust on creativity and brand building. Sessions conducted in the Far East, former USSR and Canada

## Skills

BBC trained portable single camera director from script to screen; Completed directing actors course at BBC Elstree. Confident team manager. Experienced at preparing budgets and timelines. Experienced script writer for broadcast promotions. Production technology proficiencies - Final Cut Pro Studio editing, Avid editing, Photoshop. Confident self shooting using Sony Z1 and Z5 Cameras. Completed ITV Video Journalist camera course. Proficient at preparing content for online. BBC production health and safety trained.