



# TIALDA LUBLINK

SR. INTEGRATED PRODUCER  
CLIENT FACING



## SUMMARY

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Agile jack of all trades producer, passionate about getting things done, a lover of all things art, a little nerdy and with a wide variety of interests. Always excited to hit the ground running on a new project.

Starting out in film production, both on set in various departments and behind the scenes as jr. Producer, I soon made the move into TVC and Photoshoot production, finally switching to the agency side in 2014.

The focus initially was on TVC and Photography but that has since expanded into the role of integrated client-facing producer, easily jumping between the different media. I prefer the holistic approach to campaign production and putting the creative concept first. A strong preference for digital projects has developed due to its progressive and technological nature.

I am comfortable catering to a broad scope of clients from smaller art institutes to highly commercial retail clients, as well as handling production budgets that range from a few thousand to over half a million whilst combining production and account management.

Aside from experience with classical campaign production and design processes, various other types of projects have always been welcomed; exhibitions, collateral, books, packaging, product management, trade shows, below the line copywriting, digital strategy, hosting workshops, supper clubs, etc.

Since the lockdown I have been producing online events and webinars in collaboration with a multi-cam director, elevating livestreams up to broadcast quality.

## WORK EXPERIENCE

### OCTOBER 2020 - CURRENT

### FREELANCE PRODUCER

Since October I have been working as freelance producer.

Focusing on online events & livestream webinars for LMG, DXC and Liberty as it seemed like an interesting field to move into under current circumstances. In a move to bring broadcast quality into the livestream sphere of webinars I have been working closely with a Multicam Director on vMix and various Audience HUB platforms.

Photoshoot production with Max Siedentopf for Buffalozine and Axel Arigato.

Interim workflow assesment to optimise the production department for Bareska.

Co-developing a platform for Tiro Livre with Dutch creative Jill Mathon, aiming to give an international stage to artists in the Favela's of Rio de Janeiro.

### OCTOBER 2020 - CURRENT

### FOUNDER CONCEPT 12A

Concept 12A aims to make the creative development for advertising campaigns more efficient and fun. To utilise all the creative talent and industry knowledge that is out there and held by artists, production companies, agents and makers.

We do this by building a multi-channel campaign from a video script written by a director, a photoshoot concept developed by a photographer, an interactive concept designed by a UX designer, etc.

We then offer it to brands in a neat total concept package with a clear and fair price tag.



#### CLIENT PORTFOLIO

REVERB BY HARDROCK CAFE  
 TIMBERLAND  
 CONSTRUCT:10061  
 AER LINGUS  
 LOTTO  
 MUSEUM OF LONDON  
 V&A  
 DIAGEO  
 SIBARTH  
 KBC BANK  
 GUCCI  
 EASTPAK  
 VANS  
 FAIRPHONE



#### CLIENT PORTFOLIO

DIAGEO  
 TELE2  
 DUTCH TAX OFFICE  
 C&A  
 SIX  
 KBC BANK  
 HANS BRINKER  
 MEN AT WORK  
 QUESTIONMARK  
 WOMEN INC.



#### AGENCIES

WIEDEN + KENNEDY  
 MEDIA MONKS  
 JWT  
 MCCANN  
 PUBLICIS  
 SMFB  
 BEING THERE  
 POOL WORLDWIDE  
 KHANNA/ REIDINGA

#### MAY 2016 - OCTOBER 2020

#### SR. INTEGRATED PRODUCER AT KESSELSKRAMER LONDON LTD.

- Working independently on the International and UK client portfolio whilst reporting back to the EP based in the Amsterdam main office.
- Working from a creative-first mindset in keeping with KesselsKramer aesthetic.
- Handling cross-platform campaign production and account management from concept to final asset delivery.
- Developing and negotiating project scope and budget with clients.
- Negotiating agency fees and contracts for smaller clients.
- Assessing production feasibility during pitch and concept phase.
- Project management for identity design projects.
- Sourcing and managing suppliers, including negotiating agency rate-cards and contracts.
- Working with artists with no prior advertising experience on campaign assets and Art Buying.
- Offer creative production solutions to all stakeholders during all stages to balance budgets, time limitations and project scope.
- In-house photo and video production, both local and in collaboration with local fixers internationally.
- Providing wardrobe styling and prop-sourcing and build for the small budget in-house productions.
- Taking on other types of projects, such as exhibition production (KesselsKramer London owned a small gallery), collateral production for clients, book production (KesselsKramer Amsterdam owns a publishing house), packaging, product management for apps and websites, trade-show production (including the US), below the line copywriting, digital strategy and hosting workshops and supper clubs.

An extensive description of the role can be found [HERE](#)

#### JANUARY 2014 - MAY 2016

#### INTEGRATED PRODUCER AT KESSELSKRAMER BV AMSTERDAM

- Cross-platform campaign production and account management from concept sign-off to high-quality asset delivery within pre-determined budget and deadline.
- Working from a creative-first mindset in keeping with KesselsKramer aesthetic.
- In-house TVC, Video and Photo Production.
- Working with artists with no prior advertising experience.
- Offer creative production solutions during all stages to balance budget, time and scope without compromising the creative concepts.
- Providing wardrobe styling and prop-sourcing and build for small-budget in-house productions.

#### MARCH 2013 - DECEMBER 2013

#### PRODUCTION MANAGER AT BRENNINKMEIJER & ISAACS (NEW AMSTERDAM FILM COMPANY)

- Managing TVC, Video and Photo productions within the Netherlands and Spain.
- Working with a diverse range of advertising agencies, clients and international production companies.
- Executing projects at a high pace within set budgets while staying sharp on both creative and technical quality.
- Key role in overseeing all creative elements of production are up in line with vision of the director, agency and client.
- Overseeing location scouting, casting, art department, shooting schedules, crew etc.

#### SEPTEMBER 2011 - FEBRUARY 2013

#### JR FILM PRODUCER AT REVOLVER FILM

- Self initiate projects as Jr. Film producer
- Assisting Producer Raymond van der Kaaij on Revolver feature films.
- Developing scripts with screenwriters and interpretations with directors.
- Writing operational plans for film production, balancing scope, time and budget.
- Setting cash flow projections.
- Assistance with fundraising from various sources: funding applications, international co-production bonds, corporate financing.

**JULY 2009 - FEBRUARY 2013**

**FREELANCE/ OMG ITS GREEN PRODUCTIONS**

- Pioneered sustainable film production in the Netherlands with the first green music video for Dutch artist Florian Wolf.
- Shared experience and insights with Strawberry Earth during their early orientation for the Green Filmmaking project with financial support from the government.
- Script development and editing with young directors and screenwriters. Researching and attaining corporate funding, overseeing production and distributing short films across the classic short film network.
- Worked as a freelance assistant within the full variety of film departments: Production, AD, Light, Wardrobe, Art Department & Catering.

## EDUCATION

### **UTRECHT UNIVERSITY OF ARTS - FACULTY OF ARTS AND ECONOMICS**

Honours Bachelor Degree of Arts in Arts & Media Management attained in 2010.

Specialised in Management, Project Management, Account Management, Economics, Finance, Marketing, Art, Creative Design Process Management & Conceptual thinking.

Due to its embedding in the University of Arts the full course was in close collaboration with Art students of various disciplines.

### **RIETVELD SCHOOL OF ART & DESIGN - GENERAL YEAR**

Bachelor propaedeutic year of courses in Fine Arts & Design.

Specialised in Art History, Art Philosophy, Painting, Drawing, Sculpting, Design, Photography, Fashion Design and Mixed media.

### **OPEN SCHOLENGEMEENSCHAP BIJLMER**

VWO (A-Levels) in Dutch, English, History, Fine Arts, Math, Physics & Chemistry

## INTERESTS

Visiting modern art exhibitions, I can often be found in musea and art galleries. I will jump on a plane to see a show I don't want to miss,

Enjoying experimental electronic music, I really enjoy the programming at the Barbican.

Travelling and going on day hikes outside the city.

Reading up on new technology and science.

## SKILLS

**PROJECT MANAGEMENT** BUDGET CONTROL **ACCOUNT MANAGEMENT** TIME MANAGEMENT  
NEGOTIATION **DIGITAL MEDIA** PHOTOGRAPHY **PRINT AND OOH**  
TVC/VIDEO (INCLUDING POST PRODUCTION) **RADIO** ANIMATION  
**ART BUYING** SOCIAL MEDIA MANAGEMENT  
**RACC, CLEARCAST & RTE CLEARANCE** SIZMEK AD SERVER **MS OFFICE, ADOBE CC & GSUITE**  
SLACK **YADERA** MAILCHIMP **INSTAGRAM ADS/ FACEBOOK ADS AND BUSINESS MANAGER**  
ICONOSQUARE

## LANGUAGES

DUTCH - NATIVE  
ENGLISH - FLUENT

## REFERENCES

### **MANAGING DIRECTOR KESSELSKRAMER - DIEDERIK SJARDIJN**

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### **OPERATIONAL MANAGER BARESKA - DIMI GODDARD**

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