

Tialda Lublink

Freelance Senior Integrated Agency Producer
- Client Facing & Hybrid

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EXPERIENCE

Adecco, London — Producer on assignment at Google Creative Lab

July 2024 - August 2024
Under NDA

The Space Between, London — Freelance Senior Producer

April 2024 - June 2024

TVC producer and account manager for Shark/Ninja - Summer of Sports international campaign. Integrated position between agency and US client's in-house creative department.

DEPT (Marketing Technology UK), London — Freelance Senior Lead Producer

October 2022 - March 2024

Senior Lead Producer & Line producer for a variety of eBay campaigns (overseen by Claire Randall Consulting), the Gym Group, Smart, Twitch and Arm. Role included Business Affairs responsibilities and improving internal ATL campaign processes.

Most notable projects:

- There's a Gym Group around the Corner, directed by Dominic O'Riordan - Senior Lead & Line producer
- Ebay x Love Island Idents S10 - Senior lead & social pm.

KNAS, Remote — Freelance Lead Producer

June 2021 - October 2022

Lead producer and in-house Line producer at the agency, overseeing shoots and campaign deliveries for Vans, Puma, Emma, Hummel and Amazon Prime. Role included Business Affairs responsibilities, was client facing and reporting directly to the Business Director / Owner.

Most notable projects:

- Hummel 100 years Q1, directed by Felix Heyes - Lead and Executive Producer.
- Hummel 100 years Q2, directed by Jenna st. Martin - Lead and Executive Producer.

SKILLS

End-to-end Campaign Production
Line management TVC & Photography
Account management
Budget Control
Time management
Negotiation
Vendor management
Art Buying
Team leadership
Problem solving
BCAP and RTE Clearance
Contract negotiation

MEDIA

TVC
Photography
Radio
Social capture
Print
OOH
Display
Social

LANGUAGES

Dutch - Native
English - Fluent

Saatchi & Saatchi, London — *Freelance RTV versioning producer*

April 2021 - May 2021

Covering annual leaves for various team members, mostly retail versioning for UK market offers for BT, Jeep and Fiat.

Bareska, London — *Freelance Live Online Event Producer*

October 2020 - March 2021

Live online event production for LMG, DXC and Liberty, working with broadcast multicam directors on vMix through multi-channel output feeds on zoom, using various Audience Hub platforms. Bringing broadcast quality to online live events during lockdown.

KesselsKramer, London — *Senior Lead Integrated Producer*

May 2016 - October 2020

A highly independent role, reporting back to the Managing Director in the Amsterdam HQ, working end-to-end on various campaigns and projects. A unique work environment due to the company's aesthetic, creative first mindset and operational structure.

The role included Account Management, Business Affairs, Project Management across all owned projects, acting in the role of Head of Productions towards junior colleagues, assisting the Business Director based in Amsterdam and working closely with Dave Bell and Max Siedentopf.

Aside from end-to-end campaign production and line production for in-house shoots, projects included project management and production for identity design, art exhibitions, social media content creation, websites, apps, events, trade shows, workshops, supper clubs, books and fine art.

Clients included Diageo, Aer Lingus, Citizen M, Gucci, Eastpak, Vans, Timberland, Fairphone, Arte, Museum of London, V&A, Sibarth and Reverb by Hardrock.

KesselsKramer, Amsterdam — *Integrated producer*

January 2014 - May 2016

End-to-end campaign production and line production for in-house shoots. The role included Account Management, Business Affairs, Project Management across all owned projects and working closely with Erik Kessels and Gijs van den Berg.

Clients included Diageo, Tele2, Belastingdienst, C&A, Six, KBC Bank, Hans Brinker, Men at Work, Netherlands Film Festival, QuestionMark and Women inc.

PLATFORMS

Google Workspace

Microsoft 365

Airtable

Adobe Creative Cloud

Gemini

Midjourney

Brenninkmeijer & Isaacs, Amsterdam — *Production Manager*

March 2013 - December 2016

Production management for various TVC and Stills shoots for agencies such as Media Monks, W+K, Iris, McCann and Publicis.

Company is currently trading under New Amsterdam Film Company.

Revolver Film, Amsterdam — *Junior and Assistant Film Producer*

September 2011 - February 2013

Assistant to Raymond van der Kaaij, and Junior Producer. The role included script development, preparing funding applications, operational planning and setting cash flow projections.

Freelance, Amsterdam — *Various*

September 2010 - September 2011

Working in a variety of assistant and trainee roles across departments in film and TV series production. Including runner, PA, 3rd AD, Spark, Wardrobe assistant, Art assistant, and Catering assistant.

EDUCATION

HKU, Utrecht, Netherlands — *BA Hons of Art and Economics*

Graduated September 2010

Mayor in Arts & Media Management - Courses in Management, Project Management, Account Management, Economics, Finance, Marketing, Media, New Media, Creative Design Process Management & Conceptual thinking.

Gerrit Rietveld Academy of Art & Design, Amsterdam, Netherlands - *Art and Design*

General introductory year - Courses in Fine Arts, Design, Mixed Media, Art Philosophy, Art History & Conceptual thinking.

University of Amsterdam, Amsterdam, Netherlands - *Biomedical Sciences*

Propaedeutic year - Courses in Molecular Cell Biology, Genetics, Statistics, Biotechnology

OSB, Amsterdam, Netherlands

VWO (A-levels equivalent) - Subjects: Dutch, English, History, Fine Arts, Maths, Physics & Chemistry

PERSONAL PROJECTS

Hahaha — *Share a laugh*

Ongoing project - Inviting Graphic Designers from around the world to create an A4 page around how they write Hahaha in their native language. Objective to collect these into a book to be designed by Anthony Burrill.

<https://www.tialdalublink.com/hahaha>

REFERENCES

Sheila Larkin - Talent Lead at Google Creative Lab

Toby Baker - Production Director and Partner at DEPT

Pieter Leendertse - Ex Managing Director and Partner at KesselsKramer

BIO

I am an adaptable and driven producer who approaches each project with enthusiasm, and a passion for artistry and creative concepts. Small budgets, big budgets, little time or loads of time, I will always work to deliver to the highest possible quality. Over the years I have learned to remain calm under pressure and manage competing priorities.

Due to the variety of projects I have worked on, and an eagerness to adopt new media, technology and ways of working, it's easy for me to cover a wide variety of production needs. I am not afraid to self start, work without supervision, or operate in spaces without a pre-existing production workflow. I am always happy to share knowledge or help improve/ implement ways of working.

Years ago I made the choice to switch from long form to advertising as I believe that the stories we tell and see in our daily lives impact how we operate as a society, and advertising happens to be more efficient as a medium for that. While entertainment lives in an imaginative space, advertising by design speaks more closely to our daily reality and aspirations. What we show our audience, even if it is to sell them our products, changes norms. A great example of this is the eBay x Love Island Idents I worked on. Love Island is classically associated with fast fashion and a narrow beauty standard, eBay boldly entered that space introducing pre-loved fashion and inclusivity.

Identifying as non-binary and being blessed with ADHD I care a lot about DEI, within organisations and in creative output.