

JADE AMPOFO | INTEGRATED PRODUCER

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SUMMARY

I'm an experienced Integrated Producer with a proven track record in delivering high-impact, multi-platform campaigns across broadcast, digital, social, print, and experiential. I've played a key role in globally recognised campaigns for leading talent and brands - including Fenty Beauty featuring Rihanna and Madonna's *Madame X* album cover. Where my cultural insight and meticulous execution helped deliver seamless shoots and elevated talent experiences. I've also led production on high-profile projects such as the *Sweetpea* campaign featuring Ella Purnell.

EXPERIENCE

Creative Producer

March 2023 – Present

Sky

CAMPAIGNS: Sweetpea | Secret World of Sound With David Attenborough | Boyzone: No Matter What | The Penguin | The Heist Before Christmas | Tell Them You Love Me | Brassic S7

CELEBRITIES: Ella Purnell | Timothy Spall | James Nesbitt | Rob Beckett | Michelle Keegan | Allison Hammond

Responsibilities:

- Managed budgets up to £130K, securing competitive supplier rates and implementing strategic efficiencies, like leveraging in-house talent to minimise crew overhead, delivering high production value while driving cost savings.
- Orchestrated cross-functional collaboration across internal teams, including stakeholders, international partner management, marketing, social, publicity, campaign and promo creatives, retouching, and artwork. Alongside show production teams, external partners, and vendors (avg. 40+ personnel).
- Ensured seamless campaign execution and meticulous management of music and image licensing, navigating complex approval workflows, rights negotiations, and multi-party stakeholder alignment.
- Elevated stakeholder experience by translating complex feedback into actionable workflows, driving clarity and momentum through strategic updates, timely integration, and prioritised asset delivery, enabling efficient decision-making and ensuring campaigns met both creative and commercial objectives.
- Led talent coordination with a focus on performance, wellbeing, and legal compliance, balancing child labour regulations with A-list talent schedules to maintain integrity, avoid fatigue, and optimise on-set efficiency.

Achievements:

- Campaign Management: Led end-to-end production of 360 entertainment campaigns, delivering multi-platform assets (social, UI, OOH, & DOOH) for Sky, NOW, Netflix, Virgin, Apple TV, NBCU, Peacock and Starz.
- Sweetpea Campaign: Delivered 142K+ social engagements and 165 pieces of coverage, reaching an estimated 14.5m viewers across social platforms.
- The Heist Before Christmas launch: Drove 791K views on Christmas Eve, marking Sky Originals biggest overnight audience in six years.
- Boyzone: No Matter What Documentary: Produced campaign, garnering 404K views overnight and 240K the following day, making it the largest overnight audience in Sky Entertainment group Q1 2025 portfolio, with promo receiving 859K+ YouTube views to date.
- Tell Them You Love Me: promo sparked intense debate and conversation across social media, leaving viewers divided and generating significant buzz. This buzz helped elevate the documentary, ultimately leading to its BAFTA nomination for Best Single Documentary 2025.

Freelance Junior Producer

February 2018 – August 2021

CLIENTS: Dobedo Represents | Art Partner | Jn Production | Shoot Europe | Angela De Bona Agency (Adb) | Lola Production | Creative Blood | All Saints | Mr Porter | Lock Studios

CAMPAIGNS: Madonna (Madame X) | Fenty Beauty | Bottega Veneta | Vacheron Constantin | Mulberry | Alexa Chung | Victoria Beckham | Mr Porter | Sportmax | Dudalina | Thomas Pink | Supreme | Zara

CELEBRITIES: Madonna | Rihanna | Gerard Butler | Adriana Lima | James Bay

Responsibilities:

- Coordinated shoots across Europe from London offices, liaising with local producers and managing all key production elements.
- Oversaw post-production schedules and workflows across time zones to ensure timely delivery.
- Managed production budgets, allocating spend across shoots, including talent, set build, photographic equipment, travel and catering.
- Handled model casting in collaboration with art director, client and agencies to source top talent.

Achievements:

- Successfully assisted in coordinating the album cover shoot for Madonna's critically acclaimed Madame X album cover, leveraging strong industry contacts to play a key role in securing resources and managing logistics, to ensure a seamless execution.
- Supported the high-stakes execution of £300K production shoot for the 2018/2019 Fenty Beauty Stunna Lip, Body Lava, and complexion launches, working within tight timelines and coordinating around A-list talent Rihanna's availability. Collaborated closely with senior stakeholders, including Roc Nations CEO Jay Brown and VPs across Kendo Brands / Fenty Corp Marketing, Creative, Product Development, and Brand Management, as well as record executives, general managers, set designers, stylists, HMU, photography and studio teams.
- Managed critical production logistics and parallel casting schedules to ensure a seamless, high-impact shoot aligned with brand vision. Orchestrated on-set operations for a crew of over 90 people (excluding talent), facilitating smooth cross-departmental collaboration.
- Produced and led the post-production schedule for Victoria Beckham's A/W '21 campaign, thoughtfully balancing the client's limited availability for feedback with editorial capacity and tight delivery timelines. Demonstrated flexibility in adapting workflows to meet evolving needs, while managing all correspondence between production and Victoria Beckham's internal team to ensure alignment and a seamless, high-quality final delivery.
- Delivered Vacheron Constantin 'One of Not Many' campaigns featuring James Bay, shot at renowned Abbey Road Studios. Assisted both motion and stills production with a focus on authentically conveying the brands rich heritage and values.

KEY SKILLS

LEADERSHIP | STRATEGY | IDEATION | COLLABORATION | PROJECT & BUDGET MANAGEMENT | COMMUNICATION | PROBLEM SOLVING | TIME MANAGEMENT

TECHNICAL SKILLS

INDESIGN & BRIDGE | KEYNOTE | FRAME IO & SHAREPOINT | EXCEL | AI TRAINING COURSES (IN PROGRESS)

ACADEMIC QUALIFICATIONS

Middlesex University

BA (Hons) Fashion Design, Styling and Promotion

London College of Fashion

Foundation Studies in Art and Design

INTERESTS

Crisis

Homeless shelter volunteer

Travel

Travelled across Southeast Asia