LARRY AKIN

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About me

Producer & Project Manager with 10+ years of experience across film, branded content, advertising and digital campaigns. Experienced in managing productions from concept through to delivery, working with global brands, agencies and creative teams.

Experience

Freelance Creative Producer **09/2025 to Current**
LEGO **London**

- Producing editorial campaigns, branded films, children's entertainment and digital content for **LEGO**. Managing projects from creative development through to delivery, working with internal teams, external agencies and global IP partners including **Disney**, **Formula 1**, **Marvel** and **Star Wars.**

Producer / Event Producer / Content Creator **06/2015 to Current**
Freelance

- Produce visually led content and experiential events for brands, artists and platforms, managing everything from creative development to on the ground delivery, with a focus on storytelling, creativity and audience engagement.
- Sourced and acquired talent, including **LedByHer** and **Finn Askew**, for a collaboration event with legacy brand **Lyle & Scott,** managing project delivery across external partnerships, suppliers, talent relations, and event coordination.
- Produced and curated music projects that have collectively achieved **15+ million streams** across major platforms including Spotify and Apple Music.
- Curated and programmed live events at leading cultural venues including **KOKO**, **Shoreditch House**, and various independent spaces across Europe.
- Co-produced branded events in collaboration with **Obey**, **Carhartt WIP (Hamburg)**, **House of Vans**, **ASOS**, and **BOILER ROOM**, as part of creative collective ABOE.
- Directed and produced a documentary series funded by Arts Council England, focusing on community, culture, and emerging creative voices.

Freelance Creative Producer **08/2024 to 08/2025**
JustSo **London**

- Produced a short film for **Nike** and the **Olympic Refuge Foundation**, featuring an Olympic athlete and filmed internationally. The film was part of a wider awareness campaign focused on displacement and resilience through sport.
- Produced an ad for the **Netflix series *Too Much***, contributing to the creative concept while managing talent, crew, and logistics on a tight one-day shoot schedule, delivering the project successfully and on time.
- Produced and manager a social ad for **LEGO Star Wars** product to promote a new release, managing sensitive IP approvals and overseeing the full production and post-production process from shoot planning through to final delivery.
- Shot, edited and led production for a social content campaign with **Netflix** and the **Roald Dahl Story Company**, creating 30+ short-form / UGC assets per month. The campaign achieved over **900,000 views in 6 months** across platforms.
- Supported creative development and ideation, ensuring all content aligned with overarching social strategy and brand tone.
- Managed full production lifecycle across multiple projects, from pre-production through to final delivery, working to fixed budgets and timelines.

Freelance Creative Producer **08/2022 to 07/2024**
Studio Hansa **London**

- Produced and managed the motion and static commercials & toolkit creation for **Paramount Plus** (6 global regions) Delivering over 900+ assets. Broadcast, Digital and OOH content.
- Experienced in animation production, with a strong understanding of the process from creative development and storyboarding through to production, post-production and final delivery.
- Managed and produced campaign of **Primark**'s RRR suite of commercial films for UK and European Markets.
- Produced and managed the UK shoot for **Paypal**'s global customer stories commercial campaign.

Production Assistant **06/2022 to 07/2022**
Double Dice Films - Scrabble Jnr **London**

- Supported on-set production for branded and creative shoots, coordinating logistics, managing equipment, and crew needs, and ensuring smooth delivery under tight deadlines.
- Assisted with talent coordination, call sheets, and shoot setup, providing flexible support across departments to maintain efficient production workflows.

Producer **02/2022 to 03/2022**
Sonn - SAYWHY Music Video **Berlin**

- Flower Cape Records
- Produced creative concept for music video. Hired cast and crew. Sourced Location and budgeted. Scheduled shoot days, ensured all tasks and shots were completed on time.

Production Assistant **09/2021 to 09/2021**
BARBARA STURM & ROYAL BALLET - We Are Molecular **Lewes**

- Assessed deadlines and ensured tasks were completed efficiently. Liaised crew and cast throughout shoot day. Worked closely with Assistant Director and Location Manager to tackle complications on shoot day.

1st Assistant Director **09/2021 to 09/2021**
WORRYWORRY - Bitter Music Video **London**

- Method Records - UMG (on behalf of Method); UMPG Publishing
- Worked closely with Director and Producer to ensure appropriate budget and schedules were implemented and adhered to.

Advert Sync Producer **09/2019 to 10/2019**
Media Arts Lab - Apple **London**

- Produced the audio element of an Apple For "**Domes Of Istanbul**" **#ShotoniPhone** campaign. Source talent to work collaboratively with visual artist for advertisement. Meet brief and timing requirements.

Producer **06/2016 to 09/2018**
Sound of Mind Festival **London**

- Coordinated creative teams on scheduling, programming and project timelines.
- Verified legal contracts with talent and third-party suppliers from equipment rentals to catering.

Producer **01/2016 to 04/2018**
Harts Theatre Company **London-Suffolk**

- **Latitude Festival (Producer)**
- Briefed creative teams on project briefs updates and creative changes, project managing through to delivery.

Skills

- Creative Production
- Project Management
- Budgeting & Scheduling
- Campaign Production
- Stakeholder Management
- Talent & Crew Management
- Post-Production
- Creative Development
- Adobe Creative Suite
- Digital & Social Content

Education

Bachelor of Arts: **Practical Filmmaking**
Central Film School London

Bachelor of Arts: **Stage Management and Technical Theatre**
East 15 Acting School, University of Essex

References

References Available upon request.