

# LARRY AKIN

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Content producer, project manager and storyteller with 8+ years' experience creating digital, social and branded content across film, talent and culture. I shape ideas, lead productions and deliver experiential projects from concept to execution.

## Experience

<b>Creative Producer Freelance</b>	<b>06/2015 to Current</b>
<ul style="list-style-type: none"><li>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.</li><li>Produced and curated music projects that have collectively achieved <b>15+ million streams</b> across major platforms including Spotify and Apple Music.</li><li>Curated and programmed live events at leading cultural venues including <b>KOKO</b>, <b>Shoreditch House</b>, and various independent spaces across Europe.</li><li>Co-produced branded events in collaboration with <b>Obey</b>, <b>Carhartt WIP (Hamburg)</b>, <b>House of Vans</b>, <b>ASOS</b>, and <b>BOILER ROOM</b>, as part of creative collective ABOE.</li><li>Directed and produced documentary series funded by <b>Arts Council England</b>, focusing on community, culture, and emerging creative voices.</li></ul>	
<b>Producer JustSo</b>	<b>08/2024 to 08/2025 London</b>
<ul style="list-style-type: none"><li>Produced a short film for <b>Nike</b> and the <b>Olympic Refugee Foundation</b>, featuring an Olympic athlete and filmed internationally. The film was part of a wider awareness campaign focused on displacement and resilience through sport.</li><li>Produced an ad for the <b>Netflix series Too Much</b>, 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.</li><li>Produced a social ad for <b>LEGO Star Wars</b> product shoot 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.</li><li>Led production for a social content campaign with <b>Netflix</b> and the <b>Roald Dahl Story Company</b>, creating 30+ short-form assets per month. The campaign achieved over <b>900,000 views in 6 months</b> across platforms.</li><li>Supported creative development and ideation, ensuring all content aligned with overarching social strategy and brand tone.</li><li>Managed full production lifecycle across multiple projects, from pre-production through to final delivery, working to fixed budgets and timelines.</li></ul>	
<b>Producer / Project Manager Studio Hansa</b>	<b>08/2022 to 07/2024 London</b>
<ul style="list-style-type: none"><li>Produced and managed the motion and static commercials &amp; toolkit creation for <b>Paramount Plus</b> (6 global regions) Delivering over 900+ assets. Broadcast, Digital and OOH content.</li><li>Managed and produced campaign of <b>Primark's</b> RRR suite of commercial films for UK and European Markets.</li><li>Produced and managed the UK shoot for <b>Paypal's</b> global customer stories commercial campaign.</li></ul>	
<b>Production Assistant Double Dice Films - Scrabble Jnr</b>	<b>06/2022 to 07/2022 London</b>
<ul style="list-style-type: none"><li>Handled various tasks for producer pre/pro production and throughout the shoot.</li></ul>	
<b>Producer Sonn - SAYWHY Music Video</b>	<b>02/2022 to 03/2022 Berlin</b>
<ul style="list-style-type: none"><li><u>Flower Cape Records</u></li><li>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.</li></ul>	
<b>1st Assistant Director KeepVibesNear – Late Night Link Music Video</b>	<b>11/2021 to 01/2022 Chiltern Hills</b>

- Produced and briefed creative teams on documentary and workshop concept. Project managing through the delivery. Sourced locations, talent, crew and partners. Secured funding and contracts.

**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

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| <ul style="list-style-type: none"> <li>• Full UK Driving License</li> <li>• Experienced with CRM &amp; CMS Software (Slack, Trello, Teamgantt, Google &amp; Microsoft suites)</li> <li>• Experienced on all Social Media platforms</li> <li>• Experienced with Creative Adobe Suite</li> <li>• Content production</li> </ul> | <ul style="list-style-type: none"> <li>• Project management</li> <li>• Budget management</li> <li>• Creative direction</li> <li>• Event coordination</li> <li>• Talent management</li> </ul> |
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## 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.