

Georgie Butz MBA, CMbr

Experienced motion, stills and events producer. Currently based in London and working between NYC, LA and the UK.



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Skills

TikTok & Instagram channel management & content creation / Capcut / Premiere Pro / InDesign / First Option COVID Supervisor / Acrobat / MS office (Excel Certified specialist) / MS Teams / GSuite / Keynote / Slack / Smartsheets / ISO 20121 / Volt / Workday / Domino / Okta.

ENGLISH & GERMAN
Native.

Professional Experience

2014 - 23 **PRODUCER** (MOTION, STILLS & EVENTS)

Freelance. Clients include: Fendi, Gucci, British Vogue, Conde Nast (CNX), TAG Heuer, Audemars Piguet, Raya, Netflix, CBS live, Mercedes-Benz, Moncler, Alexander McQueen, Porsche, Chivas x Balmain, Giuseppe Zanotti, Charles Jeffrey, Guo Pei, Wonderland, Dazed Media, Somesuch, 10 Magazine, Hypemaker (Hypebeast), eBay, Vans, Palladium, Purple France, Louis Vuitton, Longchamp etc.

- Liaising with external agencies, freelancers and vendors for project advancement, follow-up and on-schedule delivery.
- Managing and negotiating budgets as needed. Collecting invoices and justifying costs.
- Generating domestic and worldwide travel itineraries, booking flights, securing visas, creating carnets etc.
- Researching, scouting and securing locations, including permits as necessary. Securing insurance and complying with health and safety regulations.
- Negotiating and booking talent.
- Complying with clients' sustainability wishes (ex. ISO 20121).
- Generating call sheets, risk assessments, talent release forms, critical paths, gantt charts etc.

MARCH 2022 - APRIL 23 **PRODUCER**

British Vogue. London, UK. As British Vogue's lead video producer I managed a small team, working under the Director of Programming, Creative Development and Production for just over a year. During this time I produced all British Vogue video content including Youtube, Web and social media.

- Highlights include: working with talent such as Rihanna, Miley Cyrus, Stormzy, Central Cee, Charli XCX, Priyanka Chopra, Doja Cat, Pamela Anderson, Riccardo Tisci, Kate Moss, Timothy Chalamet, Linda Evangelista and Cara Delavigne amongst others.
- Producing a minimum of 3 Youtube videos per month whilst launching and helping to grow the British Vogue TikTok channel to 454.6K followers and 17.3M likes. Many of the TikTok videos I produced went viral, reaching [>10M views](#).

APRIL 2021 - FEBRUARY 22 **PRODUCER**

Hypemaker (perma-freelance). Hypebeast's creative agency specialising in luxury campaign production. London, UK.

Clients include: Gucci, Audemars Piguet, Moncler, Porsche, Balmain, Giuseppe Zanotti, eBay, Vans and TAG Heuer among others

2018 - 19 **PROJECT MANAGER**

XL Xiao lin ltd. Creative agency specialising in fashion advertising. London, UK.

Highlights include: Prada, Louis Vuitton, Calvin Klein, Vogue, Zara, Longchamp etc.

- Liaised with clients, negotiating and managing budgets, created PM documents (inc. timelines, gantt charts, risk assessments etc.) as well as constructing treatments, logos and branding decks using Illustrator, InDesign and Photoshop.

2015 - 17 **DIRECTOR'S ASSISTANT**

AMMO Casting. London, UK. (SS17, AW18): Created a spreadsheet system to organise data. Generated casting decks. Liaised with clients, agents and talent. Scheduled go-see's and organised travel. Oversaw casting for clients including Marni, Fashion East, Temperley London, Emilio De La Morena & Tim Walker

2013-17 **INTERNSHIPS**

Yang Li (AW14-SS16) / **Cottweiler** (SS15-SS16) / **Robert Wun** (FW14, SS15, SS16) / **Charles Jeffrey** (AW16-SS17)

Education

2019-2021

MASTERS OF BUSINESS ADMINISTRATION (MBA)

Distinction (A*), University of the Arts London / LCF - London, UK.

Finance & risk management, international marketing, strategic business development, change management, corporate sustainability, production efficiency, operations, SAP ERP etc.

2018-2021

BACHELOR OF LIBERAL ARTS (BA), EXTENSION STUDIES
(GPA: 4.0, 28 credits completed)

Harvard University - Cambridge, MA, USA & Online.

Data-based international marketing & CRM systems.

Economic modelling & analysis. Strategic management.