



RYOKO UYAMA

Producer / Project Manager

ABOUT ME

I have a deep understanding of brand strategy through my different roles in the advertisement industry, from ideation to post production. I've executed a variety of campaigns across different platforms, from print to social media, for high-end international brands across three continents.

I enjoy working in a multicultural environment, coordinating between departments and external and internal teams, and translating ideas into deliverable project plans to help storytelling. I am a highly effective, energetic, responsible, and resourceful producer with a proven ability to multitask, troubleshoot, and meet budgets and deadlines. I love working with a team to achieve creative goals under pressure.

SKILLS

- Integrated productions
- Social Media campaigns
- Post Production
- Client facing
- Bidding and Budget Control
- Project managing
- Event production
- Japanese (Fluent)

EXPERIENCE

2025 April - Current

Producer **Freelance**

I've produced online content for global brands including Crocs x Millie Bobbie Brown collaboration campaign, Bicester Village, WhatsApp, and Uniqlo, managing post-production between Tokyo and the UK. I also handled stills post-production for EA Sports FC26.

2024 March - 2025 March

Senior Post Producer (Mat Cover)

Purple Martin studio | purplemartin.studio

At Purple Martin, a high-end post-production studio serving luxury and commercial clients, I oversaw projects from pre-production through final delivery. My responsibilities included developing shooting guidelines and post-production plans to ensure cost-effective, efficient workflows and creative consistency. I managed production team and editors, collaborating closely with agencies and brands such as Wieden+Kennedy, AKQA, and Nike to deliver premium visual content across motion and stills.

2022 - 2024 March

Senior Creative Producer (Mat Cover)

Redwood BBDO | redwoodbbdo.com

I worked closely with creatives, copywriters and project managers to produce online contents for Mazda Motors's international market, overseeing projects from the ideation to the post production. I incorporate client feedback and collaborate with international vendor partners and identify the best way to execute a broad range of projects. Additionally, I liaised with legal and finance teams to manage contracts, insurance, and usage rights updates.

2021 - 2022

Project Manager (Mat Cover)

Stepping Stone Media | steppingstonemedia.co.uk

I collaborated with in-house producers, directors, editors, post producers, and account managers on international branded content productions for clients including BBC, Waitrose, and P&O Cruises — managing projects from client brief through to post-production, including drone, recipe, and documentary shoots.



RYOKO UYAMA

Producer

2020 -2021

Producer **Freelance**

I produced on online contents for global brands including Nike, Uniqlo, Coca Cola (Tokyo Olympics) and Glastonbury Online Live. Most of the work was remote, accomplished under the constraints of Covid, and involved rigorous health, safety and risk assessment.

2020

Production Manager

TikTok

I worked remotely with a global creative team at EU Business Marketing to manage influencer campaigns for KENZO and McDonald's, and supported campaign pitches for Pepsi, Burberry, and Louis Vuitton.

2017 – 2020

Creative Producer / Project Manager

Picture Farm Production | picturefarmpro.com

I was one of the founding members of the London office, where I worked on fast-paced international campaigns directly with brands and agencies all over the world. Our clients included Nike, Adidas, Apple, Louis Vuitton and BP and I worked with agencies such as AKQA, BBH and Ogilvy. My role involved all aspects of the production process from beginning to the end: budgeting, talent sourcing, art buying, team managing, project managing, logistics, contract negotiation, client relations, post production, financial closing.

REFERENCE

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EDUCATION

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