

Ana Beltschewa

Producer

PERSONAL PROFILE

I'm a multilingual video producer and writer specialising in creating content for global audiences. I'm currently helping companies translate their messages into video at Casual.

CONTACT

Mobile: +44(0)7794977509
me@anab.eu
www.anabstories.eu
E5, London, UK
UK and German Citizen

SKILLS

Writing

Casual - extensive experience writing scripts, copy, and pitches

IDEO + Method - wrote copy, internal research articles and web copy for clients Hitachi, Shisedo, Nespresso, QVC

Shore Scripts + Double M etc. - script reader and editor, writing original treatments for film and TV

Personal - extensive portfolio of personal essays, scripts and short fiction

Languages

- Fluent in **German**, conversational in **Italian** and **Spanish**, basic knowledge of **Bulgarian**

Software

- Google Suite, Microsoft Office, Monday.com, Basecamp, Hubspot, PC & Mac, basic knowledge of Premier Pro and Photoshop

- UK **driving license**

- Extensive **remote** working and filming experience

EDUCATION

Goldsmiths College

MA Screen & Film Studies 2010 - 1st

NFTS

Script Development Diploma 2017

Goldsmiths College

BA International Media & Spanish 2009 - 2:1

EMPLOYMENT HISTORY

Producer

Casual 08/2022 - Present

- oversee all stages of the production process for live-action shoots, animations, and stock edits independently
- act as first point of contact for high-ranking corporate clients
- work closely with in-house editors and filmmakers as well as a wide range of freelancers in the UK and abroad
- develop and pitch ideas to clients, lead creative, write scripts for interviews and VOs
- clients include HSBC, PwC, Avery Dennison, The Trade Desk, Mitie

Creative Content Producer

Domestika 05/2021 - 04/2022

- developed and produced online courses and promo material, ensuring content is on brand and engaging, sold over 7000 courses
- handled production logistics incl. location/kit/freelance/talent hires, travel, invoices, and oversaw edits
- lead production crew on location and studio shoots
- acted as producer, director, and 1st AD on shoots, guided teachers through the shooting process

Creative Producer

Freelance 05/2016 - Present

- oversee the production from initial brief to final edit
- act as producer and director on set, conducting interviews and ensuring the creative vision is preserved
- first point of contact for production crew, agency staff as well as clients and talent agents
- handle all production logistics independently incl. budgets, schedules, POs/invoices, freelance hires, locations

Examples:

VCPC x o2 - delivered UK-wide TikTok campaign incl. digital assets and influencer casting

NVE x Pinterest - remote directed and produced interviews for Pinterest's first virtual marketing summit,

LadBible x Smirnoff - 1-year project where I developed, pitched, produced, and directed social media short docs with women in the music industry

Flying Object x Cancer Research UK - produced video of nude photoshoot for Stand Up to Cancer Campaign