

# JIM HOLMES

## ABOUT

I am an award-winning multi-platform executive producer, commissioner and content team leader specialising in visual storytelling and content strategy for brands and broadcasters.

I deliver stand-out, world-class projects that shine a light on remarkable individuals and unconventional mindsets, and lead diverse teams to harness their talents and deliver creatively-challenging projects that are strategically-focused, offer commercial value opportunities and address business needs.

I ensure the delivery of gold-standard, relatable projects that attract a broad, mainstream audience while delivering authentic, inspiring and youthful experiences.

I've helped Red Bull to become the most-shareable video brand in the world (Unruly), broke records for social engagement with my productions (The BRITs), had my work introduced by the Prime Minister in the middle of their headline party conference speech, orchestrated the indoor flight of two planes, was awarded a 5-star review in the Guardian for an augmented-reality rave and made a reality TV show with robots.

I'm more fun than my CV would suggest.

## CONTACT

+44 7772 590 868 | iamjimholmes@gmail.com  
act5.co.uk | London

## SUMMARY

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Executive producer, senior marketer and content commissioner with over 15 years of experience

## EXPERTISE

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- Highly challenging and first-of-kind productions delivered to world-class standards.
- Content and marketing campaigns: development to delivery.
- Building editorial teams.
- Client, talent and partner relations.
- Complex stakeholder management

## ACCOLADES

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4 x BAFTA winner

## EDUCATION

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**1st Degree BA Hons  
English & Visual Arts**  
*Keele University*

## WORK EXPERIENCE

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### Senior Executive Producer

*Red Bull Media House UK • London*  
May 2014 – December 2023

- Responsible for delivering Red Bull UK's highest profile content marketing campaigns across sports, music and dance.
- Project lead across live broadcasts, stills and moving image productions, campaign creative, events, content strategy and communications plans.
- Ideation and development of concepts and formats including successfully pitching to UK and international broadcasters and brand partners.
- Creative and strategic direction for in-house producers and comms managers, production companies, event agencies, brand, digital and social teams.
- Responsibility for all project budgets and timelines, working closely with production management, finance and senior management teams, ensuring maximum ROI, audience engagement and revenue generation.
- Management and career development of producers and content creators.

### Executive Producer

*Somethin' Else • London*  
May 2010 – May 2014

- Co-ran the Moving Image and Digital department, overseeing all brand and broadcaster responses to brief, development of concepts and formats and responsibility for the on-time and on-budget delivery of all projects.
- Management, onboarding and development of a team of producers, APs, production management and post-production staff, freelance and written editorial teams.
- Initiated and managed client relationships with brands and broadcasters.
- Clients including Channel 4, BBC, Red Bull, The BRITs, Virgin, Orange, Nissan & Spotify.

### Senior Producer

*Somethin' Else • London*  
May 2008 – May 2010

### Freelance Advertising Creative | PR Executive | Music Journalist | Videographer

*Leeds • London*  
June 2006 – May 2008

## REFERENCES

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Available on request

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