



# MARTYN BLACK

PRODUCER (EP/SP) | CONTENT STRATEGIST | CREATIVE LEADER



A multimedia producer with extensive experience across television and commercial content, specialising in building brands through emotional connection and culturally resonant storytelling — particularly in sport.

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## MY CREATIVE PHILOSOPHY

For me, great content is about clarity, connection, and craft. It's not about filling time or chasing trends — it's about telling the right story in the right way, with intent behind every decision.

I've spent two decades delivering work that balances emotional impact with commercial purpose — whether producing a global campaign, shaping a TV format, or helping a client reframe their message from the ground up.

I didn't come through formal training — I built my career through persistence, curiosity, and a willingness to adapt. That experience taught me to stay calm under pressure, think strategically across platforms, and bring creative teams together with a shared sense of purpose.

What matters to me is work that lands — creatively, commercially, and culturally. Work made with heart, held to high standards, and grounded in collaboration. That's what I bring to every project, every client, and every team I'm part of.

The following pages reflect some of the work I'm most proud of — and the journey that's shaped who I am, both professionally and personally.



# WORK HIGHLIGHTS



## TRENT'S VISION (2021) [CASE STUDY—P7](#)



**Senior Producer** of a high-concept, sports-science film with Trent Alexander-Arnold and American ophthalmologist Dr. Daniel Laby. Delivered during the height of COVID—adapting complex logistics, reworking international schedules, and reimagining large-scale shoots without compromising creative ambition.



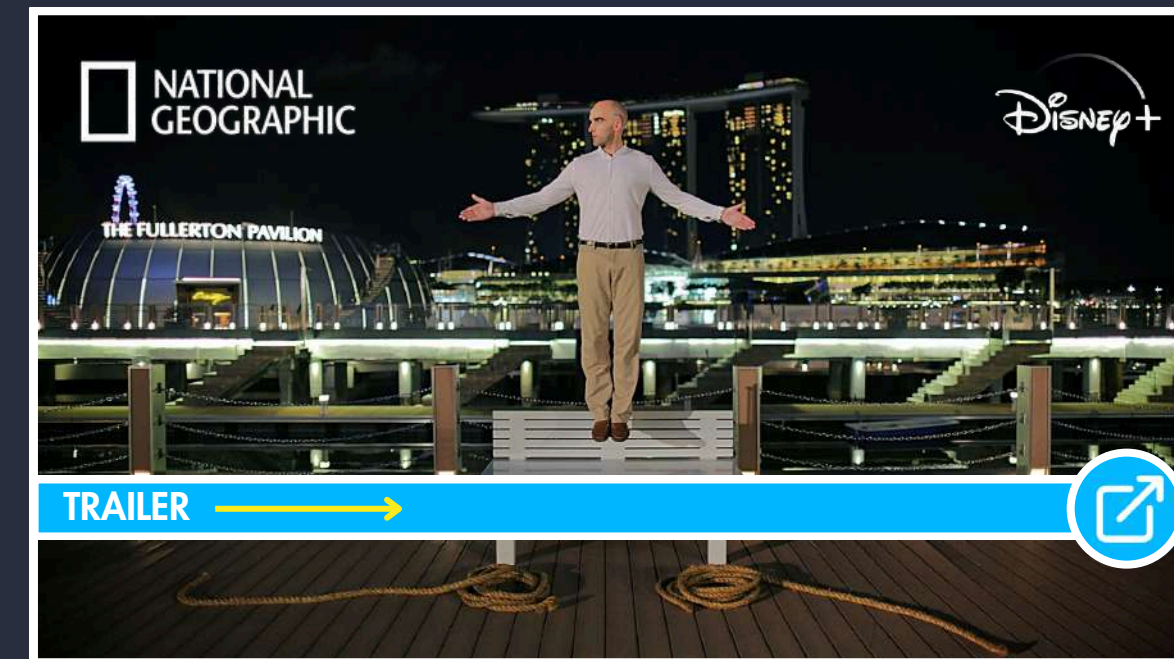
## SILVER SPITFIRE: THE LONGEST FLIGHT (2019) [CASE STUDY—P8](#)

**Executive Producer** on the award-winning, record-breaking documentary charting the first circumnavigation of the globe in a WWII Spitfire. A multi-year production that required navigating complex storytelling challenges and crafting cinematic experiences to capture history in motion. Features a bespoke original score.



## DRIVE FOREVER (2017) [CASE STUDY—P9](#)

**Senior Producer** of a European campaign that redefined Honda's tone—shifting from technical to emotional storytelling. Shot over five intense days with a sensitive, documentary-style approach with the Japanese engineers, capturing authentic moments without disrupting their process. Features a bespoke original score.



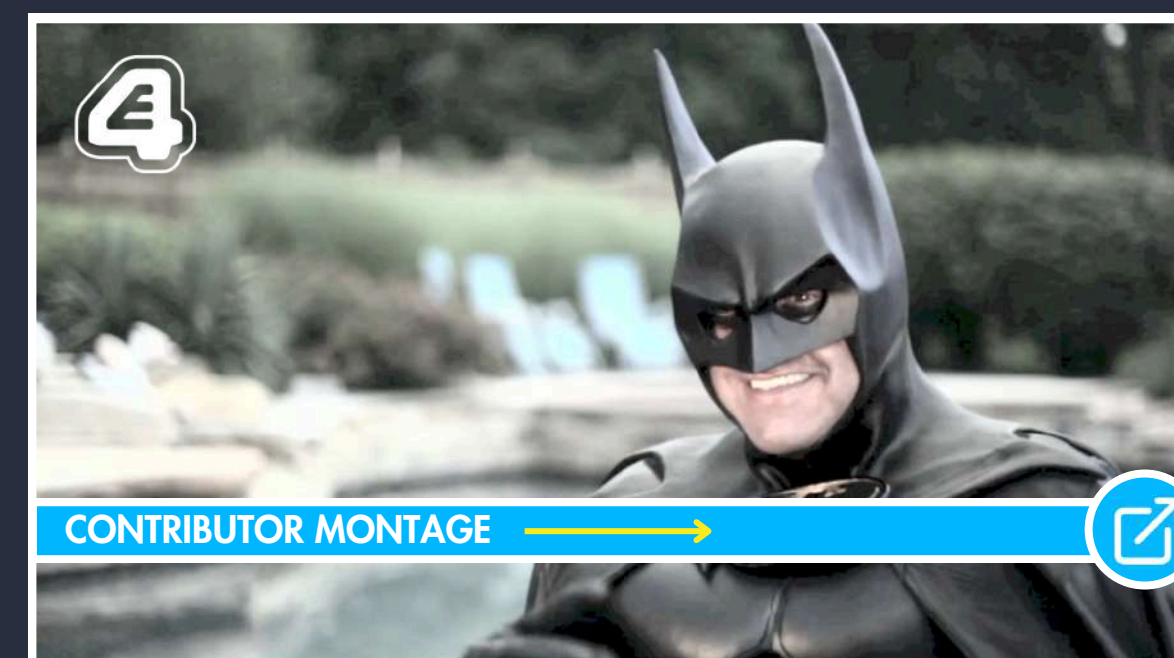
## BEYOND MAGIC WITH DMC (2014) [CASE STUDY—P10](#)

**Senior Producer** of a global magic-meets-culture series filmed across five cities—London, Barcelona, Bangkok, Mexico City, and Singapore. Blended uncut magic tricks with rich cultural insight and cinematic set pieces, while ensuring DMC's illusions and narration remained flawless and full of meaning.



## AGENTS OF CHANGE (2023) [CASE STUDY—P11](#)

**Senior Producer** of a six-part series exploring how business can be a force for good—fronted by Octopus CEO Simon Rogerson and featuring high-profile contributors. Praised for its emotional depth and clarity, the series became a strategic tool for both internal alignment and external engagement.



## RUDE TUBE (2012) [CASE STUDY—P12](#)

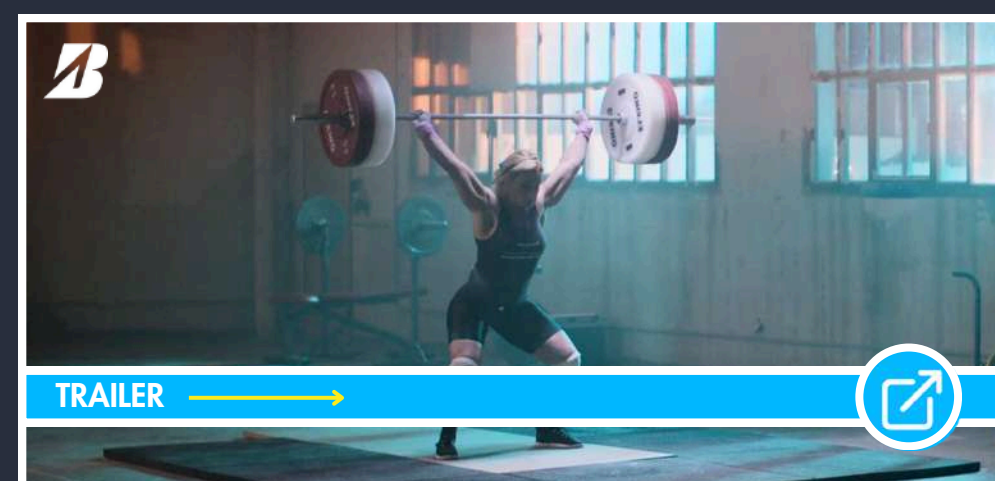
**Self-shooting Producer.Director** of 32 interviews over six weeks solo across the US and Canada—52 locations across 20 states, 16 flights, 13 cars, and 26 hotels—while managing travel, talent, and technical delivery with no local crew or support. A true test of planning, adaptability, and resourcefulness.



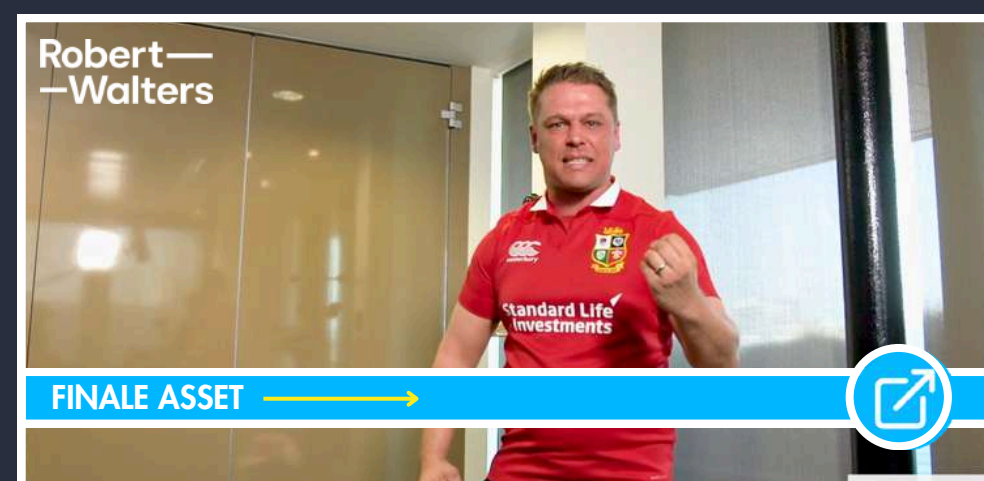
## SELECTED COMMERCIAL CONTENT ASSETS

### Creative and Strategic Leadership in Branded, Corporate and Event Content.

Between 2017 and 2024, I was Senior Producer at **Stamp Productions**, a high-end, award-winning film production company, shaping the creative output across branded content, corporate campaigns, live events, and long-form documentaries—working closely with global brands and organisations, C-suite executives, and elite talent to deliver large-scale, high-pressure content.



Chase Your Dreams / Bridgestone Tyres



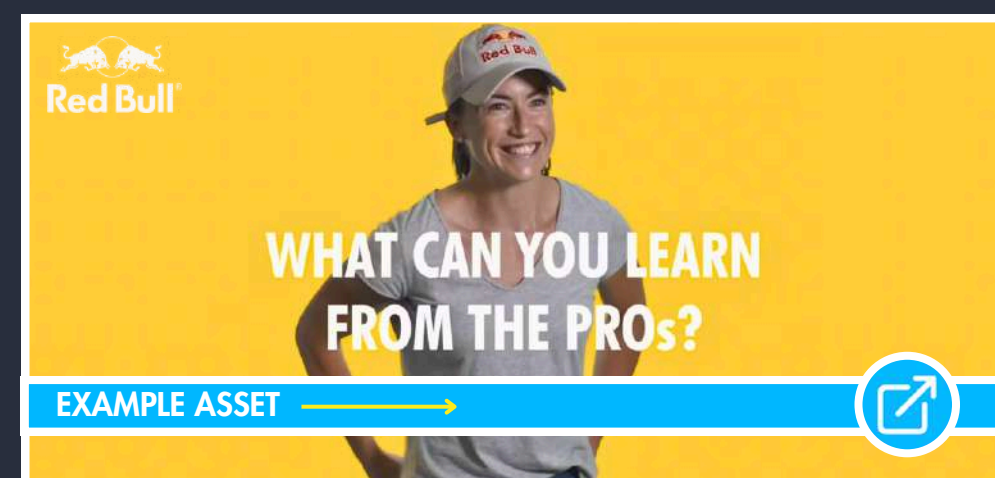
The Ultimate Fan (Competition) / Robert Walters



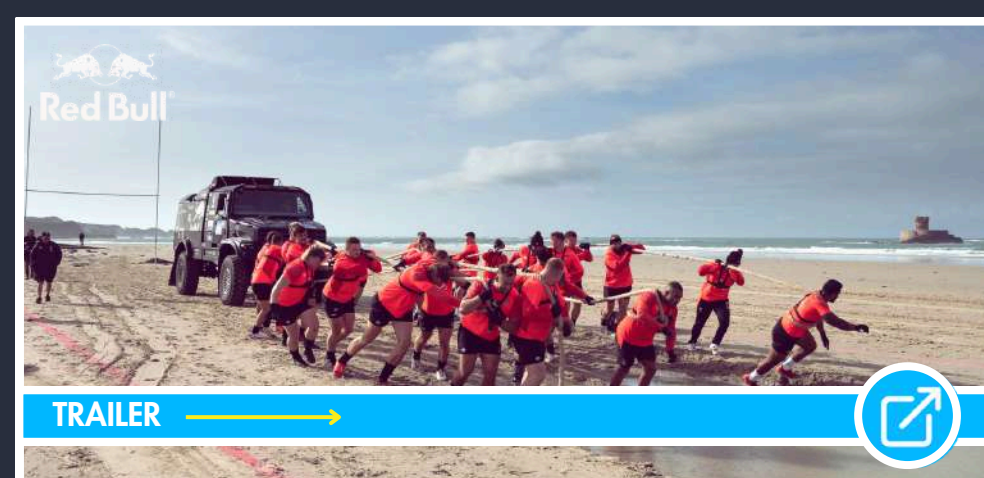
The Carabao Cup Relay / EFL



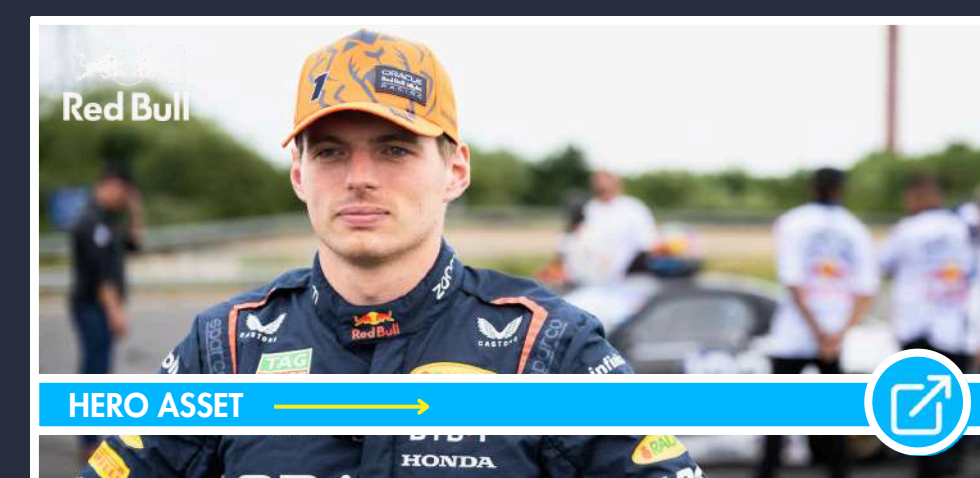
Ben Stokes: What a Year / Red Bull UK



What Can You Learn From The Pros? / Red Bull UK



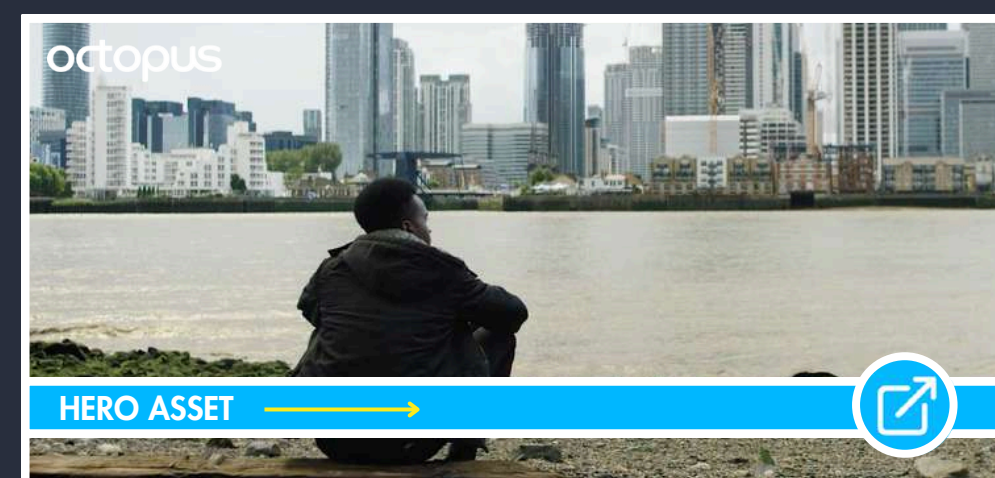
The Stress Test / Red Bull UK



Max Verstappen learns to drift / Red Bull UK



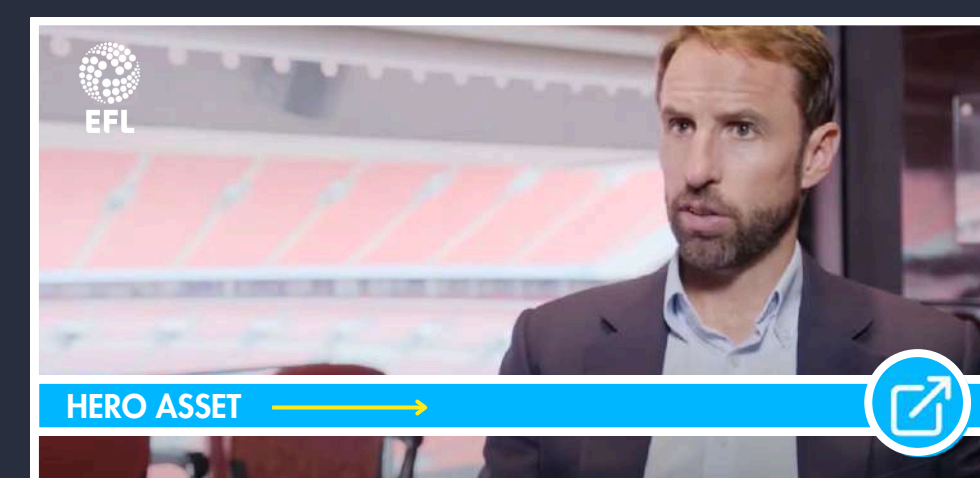
One Rolls-Royce / Rolls-Royce



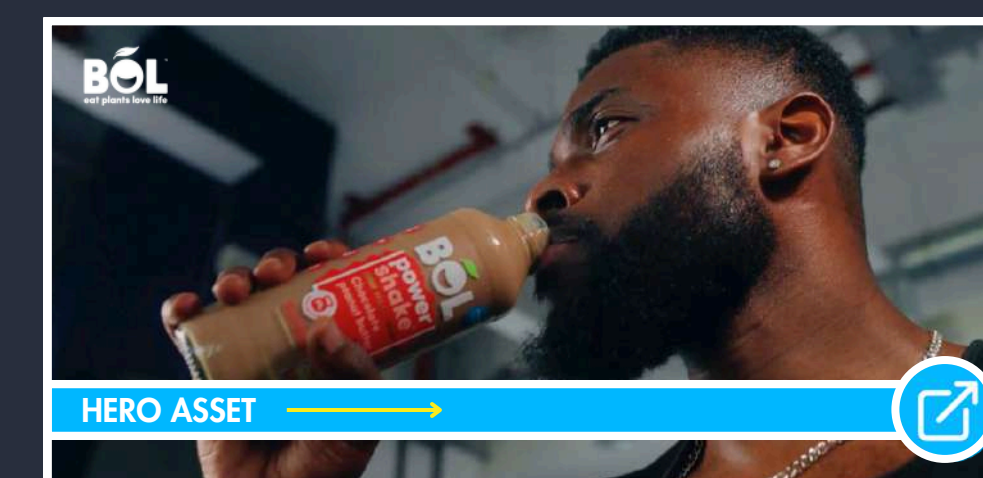
Choose Hope/ Octopus



The Power of Cute / Honda



The Checktrade Trophy/ EFL



Power Shakes / BOL













## TV PRODUCTION

### High-Impact TV Production & Creative Leadership.

Between 2010 and 2017 I produced — and occasionally directed — television shows across a range of genres and formats for multiple broadcasters and platforms, before taking everything I'd learned into faster-moving, commercially driven environments. It's this body of work where I learned what matters — clarity under pressure, versatility across formats, and a story-first mindset. The list below highlights the projects that had the most profound impact on me during that period.

#### KEY CREDITS & SUMMARIES

|   |   |   |
|---|---|---|
| <b>SENIOR PRODUCER</b><br><b>ARY OAKE'S TRICK FANTASTIC</b><br>—TRAILER       |      | World-renowned illusionist Darcy Oake goes on an adrenaline-fueled magical journey through Cape Town with Red Bull royalty Miles Daisher, Inspired by his skills as a base jumper, Darcy creates a series of daring illusions. Culminating in a high-risk finale above the sea, performed in front of hundreds of onlookers, Darcy blends the thrill of extreme sports with the art of magic in unforgettable fashion — <a href="#">A Zig Zag Production for Red Bull Media House.</a>                |
| <b>SENIOR PRODUCER</b><br><b>BEYOND MAGIC WITH DMC</b><br>—TRAILER            |    | A globe-trotting adventure shot in London, Barcelona, Singapore and Mexico City, world-renowned magician Drummond Money-Coutts ('DMC') blends breathtaking magic with rich cultural exploration. Each episode follows DMC as he explores the universal wonder and connection that magic inspires around the world and delivers mind-bending illusions as a fitting tribute to all he learns — <a href="#">A So Shoot Me Production for Nat Geo (now free to watch on Disney +).</a>                   |
| <b>SENIOR PRODUCER</b><br><b>TROY</b><br>—PILOT                               |   | The series follows magician Troy Von Scheibner bring his mind-blowing street magic to life in the most unexpected places. Set against the vibrant backdrop of London, the series blends Troy's extraordinary sleight-of-hand with cutting-edge illusions, creating jaw-dropping moments for unsuspecting passersby. With a unique style and fresh approach, the series overhauled magic for a new generation, merging everyday life with the impossible — <a href="#">A Zig Zag Production for C4</a> |
| <b>PRODUCER</b><br><b>THE INCREDIBLE MR GOODWIN</b><br>—TRAILER               |   | Daredevil and escape artist Jonathan Goodwin pushes the boundaries of physical and mental endurance in a series that takes viewers on a heart-stopping ride through a world where danger is real, and failure is not an option. From high-altitude feats to nail-biting escapes, Jonathan's fearless approach to the impossible leaves audiences breathless and questioning the limits of human capability — <a href="#">An Objective Production for WATCH (UKTV).</a>                                |
| <b>SHOOTING PRODUCER-DIRECTOR</b><br><b>RUBE TUBE</b><br>—CONTRIBUTOR MONTAGE |   | A six-hour series hosted by Alex Zane featuring some of the world's most watched internet clips. For this particular series, I was asked to interview, in person, the creators of videos, resulting in me spending 43 days in the USA and Canada, taking 16 flights, renting 13 cars and staying in 26 hotels across 20 states to recording 32 interviews without any local support — <a href="#">An October Films production for E4.</a>   |

TV PRODUCTION

Other notable productions.

I value all of these experiences as much as my senior roles. I feel fortunate to have worked on some incredible shows, with some incredible people who have been instrumental teaching me how to adapt to diverse cultures, complex logistics, and demanding production conditions, honing leadership, problem-solving, and storytelling skills and fuelling my passion for filmmaking.

|  |  |
|--|--|
| PRODUCER-DIRECTOR / SECRETS OF THE SCAMMERS  | A that looking at scams prevalent in our society today. Filmed across the UK with host Alexis Conran—A STV production for C5                         |
| PRODUCER-DIRECTOR / SECRETS OF THE HIGHSTREET  | A hidden camera series exploring the psychology behind shopping behaviour and marketing tricks. Hosted by Harry Wallop—A Betty production for C4     |
| PRODUCER-DIRECTOR / SKILLICIOUS!   | A Children’s series that showcased some of the UK’s most talented kids. Hosted by Anna Williamson and Nigel Clarke—A Foundation Production for CITV  |
| ASSOCIATE PRODUCER / THE SECRET INTERVIEW  | A hidden camera series where job candidates have an interview for an amazing job without even realising it—A Two Four production for C5              |
| ASSOCIATE PRODUCER / CELEBRITY WISH LIST   | A feel-good, wish-fulfilment series, where different celebrities made dreams come true—An ID-r Media production for C5                               |
| ASSOCIATE PRODUCER / THE PRANKER   | A hidden camera comedy show that featured a cast of characters all played by comedian Ross Lee—An Running Bare Pictures production for BBC3          |
| ASSOCIATE PRODUCER / THE SECRET TOURIST  | A consumer travel series to investigate popular scams on tourists. Presented by Matt Alright—An Outline production for BBC1                          |
| LOCATION MANAGER / WHEN BORRIS MET DAVE  | A Docudrama exploring Boris Johnson’s and David Cameron's shared past at Eton and Oxford—A Blink Films production for BBC4                           |
| LOCATION MANAGER / MOUTH TO MOUTH  | A comedy drama series which deals with six young adults as they enter their twenties—An Avalon production for BBC3                                   |
| ASSOCIATE PRODUCER / THE REAL HUSTLE, SERIES   | A hidden series that scams members of the public. Presented by Alexis Conran, Paul Wilson and Jessica-Jane Stafford—An Objective production for BBC3 |
| <p>My career in TV production began in 2004 in Australia on ‘I’m a Celebrity, Get Me Out of Here’ (ITV). I then spent two months in Fiji working on ‘Celebrity Love Island’ (ITV) before returning to Australia to work on ‘Big Brother’ (Nine Network) and ‘Joker Poker’ (Network Ten), a series where Australia’s top comedians battled it out at a poker table to raise money for charity.</p> <p>In 2006, I returned to the UK and moved to London, joining the team on ‘Space Cadets’ (C4), followed by ‘Big Brother 7’ (C4), where I worked on the Task Team developing games for the contestants. I was then privileged to be part of Paul Merton’s final series of ‘Room 10’ (BBC1) before going on to work on a variety of other productions, including ‘Tonightly’ (C4), ‘Gladiators’ (Sky), and even a paranormal series, ‘Living With The Dead’ (Living TV).</p> |  |



## TRENT'S VISION — LEAD PRODUCER

**THE BRIEF:** Create a film for Red Bull TV that tested Liverpool and England star Trent Alexander-Arnold's vision, trained it, and measured improvement — blending elite sports science with high-stakes storytelling. The goal was to set a new creative benchmark for Red Bull: a film that celebrated Trent's pursuit of marginal gains while showcasing Red Bull's commitment to innovation and performance.

**THE EXECUTION:** Over two years, I helped shape the creative and production strategy from the ground up — working with producers, scientists, and Red Bull stakeholders to build a cohesive narrative and delivery plan. We partnered with leading ophthalmologist Dr. Daniel Laby, incorporating VR tech into a bespoke training program, and designed a high-pressure final challenge at the M&S Bank Arena to test Trent's enhanced abilities.

Midway through, COVID-19 brought unprecedented disruption. We pivoted fast — managing remote filming, adapting international schedules, and reimagining large-scale shoots while balancing Trent's Liverpool FC commitments and maintaining creative ambition. Despite the constraints, we kept the story sharp, the visuals strong, and the momentum intact.

**THE IMPACT:** The final 47-minute film aired on Red Bull TV, supported by 46 bespoke social and digital assets. Trent improved in every metric — and his reaction on screen said everything. Red Bull called the project “a benchmark for innovation, scale, and execution under extraordinary circumstances — a true testament to creative resilience and adaptability.

**KEY TAKEAWAY:** A project that demanded precision, adaptability, and deep understanding of brand-led storytelling in elite sport — delivered at scale under pressure

TRAILER → 

FULL FILM → 







## SILVER SPITFIRE **THE LONGEST FLIGHT**

RED BULL STUDIOS PRESENTS A STAMP PRODUCTION. STARRING MATT JONES, STEVE BROOKS, LACHLAN MONRO, IAN SMITH & GERALT JONES. MUSIC BY HARRY GREGORY. ORIGINAL SONG BY LILY SUDIASA & BENJAMIN HOLLWAY. DIRECTOR OF PHOTOGRAPHY BENJAMIN UTTLEY. EDITED BY ANDREW BEDWELL. EXECUTIVE PRODUCED BY BERNADETTE MCDAID, DOMINIQUE CUTTS, MARTYN BLACK AND BENJAMIN UTTLEY. DIRECTED BY BENJAMIN UTTLEY. ©STAMP PRODUCTIONS 2022.

### SILVER SPITFIRE: THE LONGEST FLIGHT — EXECUTIVE PRODUCER

**THE BRIEF:** In 2017, a stripped-back WWII Spitfire — its original battle scars exposed — inspired its owners to embark on a world-first expedition: to fly the aircraft around the globe. The journey was deemed impossible, requiring major modifications and navigating 26 countries, remote fuel stops, and complex international airspace permissions.

**THE EXECUTION:** The vision was to elevate the Spitfire beyond engineering — to position it as a global symbol of freedom, resilience, and shared history. Capturing this story required a multi-year production effort: documenting the aircraft's reassembly, developing the creative structure, interviewing engineers and pilots, and preparing visual assets long before takeoff. I helped lead the early development and execution of key shoots, shaping the film's tone and visual identity. Live-tracking tech, cultural context, and near-daily content updates drove global engagement throughout the expedition, highlighting not just the logistical challenges, but the emotional weight the aircraft carried wherever it landed.

**THE IMPACT:** The Silver Spitfire completed its mission, setting a Guinness World Record for the fastest circumnavigation by a single-seat, single-engine piston aircraft. The documentary received critical acclaim — including the Audience Award at the Chichester International Film Festival, Outstanding Achievement at the Impact Doc Awards, and selection at the Manchester International Film Festival. Tom Cruise personally called it “a pilot's Everest” in a letter to the expedition team.

**KEY TAKEAWAY:** This remains one of my proudest achievements — a project that pushed creative, logistical, and emotional boundaries over multiple years. It demanded long-range storytelling vision, adaptability, and a deep belief in the power of cinematic narrative to preserve history and inspire global audiences

TRAILER



FULL FILM AVAILABLE ON REQUEST (PASSWORD PROTECTED)







## DRIVE FOREVER — LEAD PRODUCER

**THE BRIEF:** Honda UK commissioned a three-film campaign to support the launch of the new Civic Type R at the Nürburgring: one to document the real-time lap record attempt, another to compare it with the 2015 model, and a third to connect with audiences on a deeper emotional level — repositioning the Type R not just as a race car, but as a road car born from passion and precision.

**THE EXECUTION:** We adopted a sensitive, documentary-style approach to earn the trust of Honda's engineering team — filming over five intense days without disrupting their process. The emotional centrepiece was built around lead engineer Hideki Kakinuma, whose Japanese voiceover was paired with a bespoke original score to narrate his team's two-year journey. The story blended technical triumph with quiet pride, capturing both the reclaiming of the lap record and the humanity behind the performance.

**THE IMPACT:** The final film delivered something Honda had never done before — revealing the soul behind the specs. It became a key part of the Power of Dreams campaign and earned high praise from Honda Europe, who cited the emotional resonance and unprecedented access as standout elements of their brand storytelling.

**KEY TAKEAWAY:** A trust-built, emotionally led story in a highly technical environment — helping shift Honda's brand perception by placing human craft at the heart of performance. It was also my first (and last) time in a helicopter.

FULL FILM → 

ADDITIONAL 'GHOST CAR' ASSET → 







MAGIC  
IS MORE  
THAN  
JUST  
A TRICK

BEYOND MAGIC  
with DMC

Drummond Money Coutts  
returns to National Geographic  
in a brand new series, to show the world,  
that magic ...is more than just a trick.

CHECK LOCAL LISTINGS

natgeotv.com

THIS IS WHO WE ARE.

## BEYOND MAGIC WITH DMC — SENIOR PRODUCER

**THE BRIEF:** Create a bold new series for National Geographic that redefined the magic genre — moving beyond tricks and spectacle to blend global travel, cultural depth, and personal narrative. With rising star Drummond Money-Coutts ('DMC') at the helm, the goal was to reimagine magic for a new generation through authentic, emotionally driven storytelling.

**THE EXECUTION:** Filmed across five global cities — London, Barcelona, Bangkok, Mexico City, and Singapore — the series combined uncut street magic with cultural exploration and ambitious set pieces. As Senior Producer, I led narrative and magic development, managing two international location teams while ensuring every illusion was flawless and rooted in meaning. Each episode opened with a single-take effect, placing the viewer inside the experience. We explored universal themes — witchcraft, belief, perception — and tackled high-stakes stunts, including DMC's emotional return to a previously failed illusion that had left him seriously injured.

**THE IMPACT:** *Beyond Magic with DMC* broke new ground in how magic could be portrayed — fusing raw performance, documentary storytelling, and cinematic production. The series was praised for its immersive style and emotional depth, and was recently acquired by Disney+ over a decade after its original release — a testament to its lasting resonance and timeless storytelling.

**KEY TAKEAWAY:** A milestone project where I helped reframe a genre — turning spectacle into story, and creating a globally resonant series that continues to connect emotionally more than a decade later. It also marked the beginning of a close creative partnership and friendship with DMC that remains today.

TRAILER  

FULL EPISODES AVAILABLE ON DISNEY+



## AGENTS OF CHANGE — LEAD PRODUCER / CO.DIRECTOR

**THE BRIEF:** Transform an annual internal report into a compelling six-part documentary series that would not only prove Octopus is making a tangible difference, but inspire other companies to become a force for good. The content needed to blend emotional storytelling with strategic brand messaging — positioning Octopus as a leader in purpose-led business.

**THE EXECUTION:** I developed the format from scratch — working closely with the Octopus Group comms team to turn complex business data into emotionally resonant short-form documentaries that spotlighted real-world impact. I researched and secured high-profile ambassadors, prepped contributors, and guided Octopus CEO Simon Rogerson on all interviews, pieces to camera and VO. Logistically, the series was highly demanding: Simon's schedule meant shooting out of sequence across multiple locations, requiring tight narrative planning and constant flexibility. I co-directed each film, sourced locations, and led the edit — even cutting sequences myself to maintain cohesion across the series. Each episode explored a pressing issue, from women's health and mental health to sustainability, using personal stories to reflect the wider mission.

**THE IMPACT:** The series repositioned Octopus as a values-driven brand and internal rallying point. It was praised for its authenticity and emotional depth, and became a strategic tool used across pitches, campaigns, and leadership communications — helping align internal culture with external ambition.

### KEY TAKEAWAY:

A project that showcased my ability to lead high-level documentary storytelling — balancing strategic messaging with creative integrity to deliver content that moved people and served the brand's bigger mission.

TRAILER  

FULL SERIES  







## RUDE TUBE — PRODUCER.DIRECTOR

**THE BRIEF:** *Rude Tube* was a six-hour Channel 4 series hosted by Alex Zane, showcasing some of the internet's most-watched viral clips. I was tasked with tracking down and interviewing 32 of the creators behind these moments — spread across the US and Canada, with no local production support.

**THE EXECUTION:** Travelling solo, I had to carry everything: camera kit, lighting, sound, release forms, drives — and keep moving. I packed light (Canon 5D, a few lenses, radio mics, Dedo lights, laptop, and drives), travelling to 52 locations across 20 states in just over six weeks. I took 16 flights, rented 13 cars, stayed in 26 hotels, and managed every element of production on my own — from scheduling to filming to data wrangling. It was a full-tilt lesson in resourcefulness, resilience, and production logistics.

**THE IMPACT:** The journey was filled with unforgettable encounters: a man in Miami who dressed as a zombie to prank his town, a 7-year-old pizza prodigy in New Jersey, and the Hollywood teens behind the viral hit Hot Problems. Some contributors — like Sweet Brown (“Ain’t nobody got time for that!”) — remain internet icons to this day.

**KEY TAKEAWAY:** The montage included here is a personal tribute to the extraordinary people I met along the way. One of them was Lenny B. Robinson, aka “The Route 29 Batman”, who drove a black Lamborghini with ‘BATMOBILE’ plates and spent his life visiting sick children dressed as The Dark Knight. He was tragically killed three years later in a car accident.

*“At the end of the day, ask yourself— ‘Self, did I make a difference?’ The answer had better be yes.”*  
— Lenny B. Robinson

CONTRIBUTOR MONTAGE →



## MAX VERSTAPPEN LEARNS HOW TO DRIFT I FEATURING MAD MIKE — LEAD PRODUCER

**THE BRIEF:** Create a high-energy film for Red Bull showcasing Formula 1 World Champion Max Verstappen stepping outside his comfort zone to learn the art of drifting. The aim was to capture Max's personality, competitive mindset, and adaptability — while offering fans an authentic behind-the-scenes experience and reinforcing Red Bull's reputation for bold, original sports storytelling.

**THE EXECUTION:** As the Lead Producer, I managed the project end-to-end — from development through delivery. I worked closely with Red Bull's content team, the production company, and drifting legend Mad Mike Whiddett to shape a compelling narrative within a tight, high-stakes window. The shoot presented significant creative and logistical challenges, with just two hours of access to Max. Despite the constraints, we captured his full arc — from initial nerves to executing high-speed drifts with precision and confidence — while aligning the content with brand tone, talent expectations, and visual ambition.

**THE IMPACT:** The film delivered high audience engagement, resonating with both motorsport fans and mainstream audiences. It showcased Max Verstappen's adaptability and personality while reinforcing Red Bull's leadership in creating authentic, emotionally engaging sports storytelling. The success of the film contributed to ongoing collaborations with Red Bull and strengthened the brand's connection to both elite athletes and motorsport culture.

**KEY TAKEAWAY:** A project that combined technical complexity, creative storytelling, and the leadership required to bring multiple high-performance teams together under challenging conditions.

HERO FILM → 

BTS → 







## ONE ROLLS-ROYCE — SENIOR PRODUCER

**THE BRIEF:** Following a turbulent period of layoffs, Rolls-Royce needed a powerful visual centrepiece for an internal and investor event — something that could reaffirm its legacy and signal a bold future. The brief called for a high-concept motion graphics film centred around the “birth” of the Rolls-Royce emblem, blending heritage, innovation, and emotional resonance into a visually striking narrative.

**THE EXECUTION:** I developed the narrative concept, initially proposing a cosmic origin story — the emblem forged in the “birthplace of stars.” To secure sign-off, I created a detailed pitch deck using AI-generated and bespoke visuals, working closely with the animation team to manage tight deadlines and iterative client feedback. With just weeks to go, the Group Communications Director rejected the concept as “too dark and masculine.” I quickly reimagined the story around water as the origin of life and rebuilt the narrative to preserve the film’s emotional arc while reducing render complexity.

We also commissioned a bespoke musical score and layered the final film with vintage archive, scripted VO, and immersive sound design — creating a cinematic experience that honoured the brand’s past while looking firmly ahead.

**THE IMPACT:** The film received a standing ovation at the event and was later added to Rolls-Royce’s About Us page as a permanent brand asset. It was praised for its ambition, clarity, and emotional impact — combining high-end visuals with a sense of purpose and legacy.

**KEY TAKEAWAY:** A creatively ambitious, technically complex project that demanded adaptability, storytelling vision, and the ability to lead teams through shifting creative terrain — all while maintaining focus on brand integrity and emotional depth.

FULL FILM  





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