



MARTYN BLACK

SENIOR MULTIMEDIA PRODUCER



I'm a Senior Producer with a foundation built in broadcast and extensive experience leading cross-platform productions. I sit at the intersection of creative storytelling, production leadership, and strategic thinking, equally at home in the worlds of broadcast, commercial, and corporate content.

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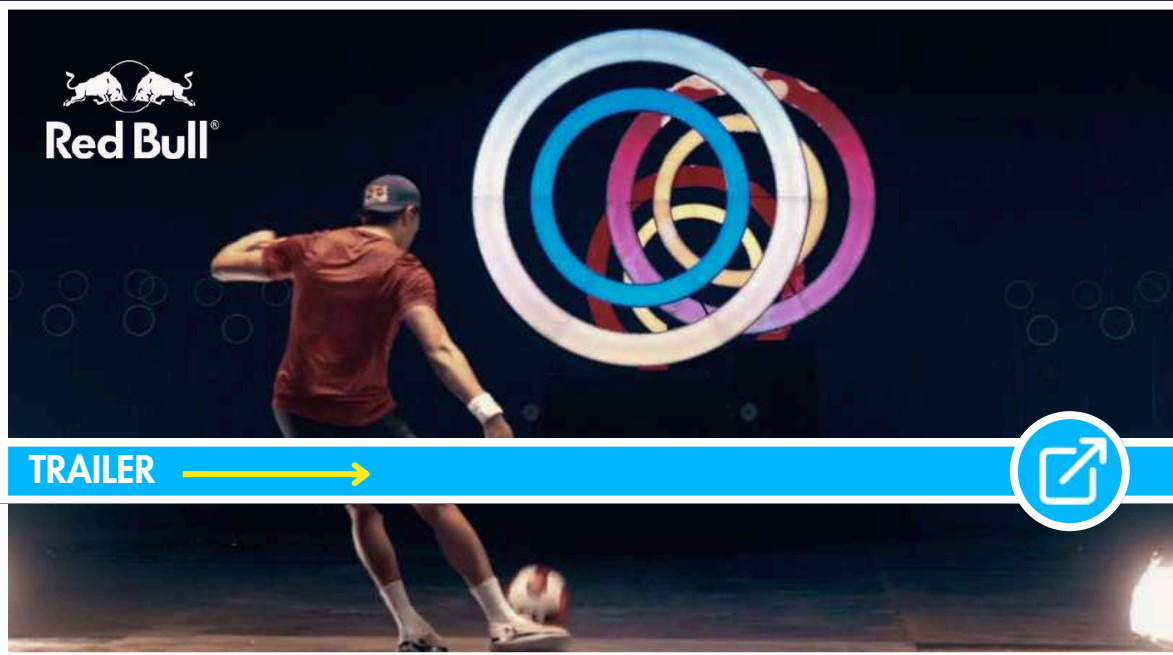
WHO I AM.

I am someone who works hard and follows my gut, because doing anything else risks going against what truly drives me. While my friends went to university, I built a career as a personal trainer in Nottingham. That eventually took me to Australia and then London, leaving behind family and friends to build a career in TV production. I had no safety net. If I did not work, I would have had to leave.

That pressure became my greatest motivation and that mindset has never left. I leave it all on the table, so that even if something does not work out, I know I gave it everything. That drive is now backed by experience, a calmness under pressure, and a focus on what needs to be done. For the people I am working with, for the people I am working for, and always for myself.

I have been told I am drawn to pressure, and there is probably truth in that. Not for the chaos, but for what it means to succeed in spite of it. Given my experience, supporting others is now a fundamental part of my work. For me, the best work happens when ambition meets care for the craft, and everyone is pushing for better.

PROJECT HIGHLIGHTS



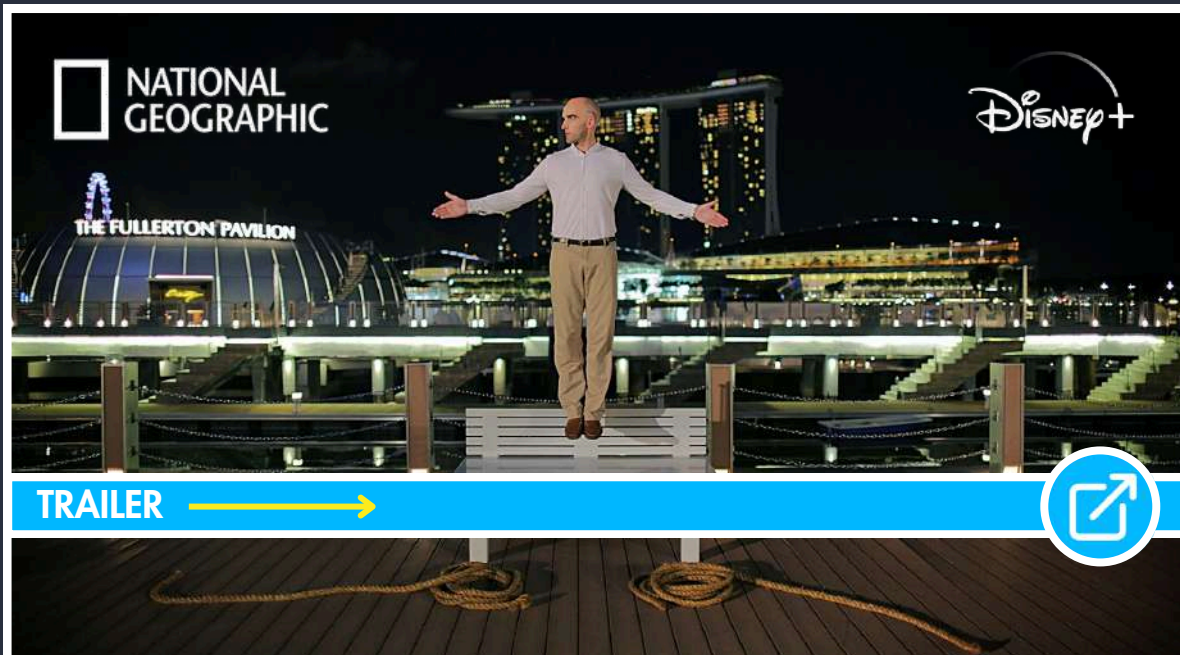
TRAILER →



TRENT'S VISION (1 X 47 MINUTES)

CASE STUDY – P10

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.



TRAILER →



BEYOND MAGIC WITH DMC (8 X 60 MINUTES)

CASE STUDY – P15

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.



HERO ASSET →



DRIVE FOREVER (1 X 3 MINUTES)

CASE STUDY – P14

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.



TRAILER →



TROY (10 X 60 MINUTES)

CASE STUDY – 16

Senior Producer of a 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 jaw-dropping moments for unsuspecting passersby merging everyday life with the impossible.



TRAILER →



THE LONGEST FLIGHT (1 X 90 MINUTES)

CASE STUDY – P11

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.



'LONDON EYE ESCAPE' TEASER →



THE INCREDIBLE MR GOODWIN (6 X 60 MINUTES)

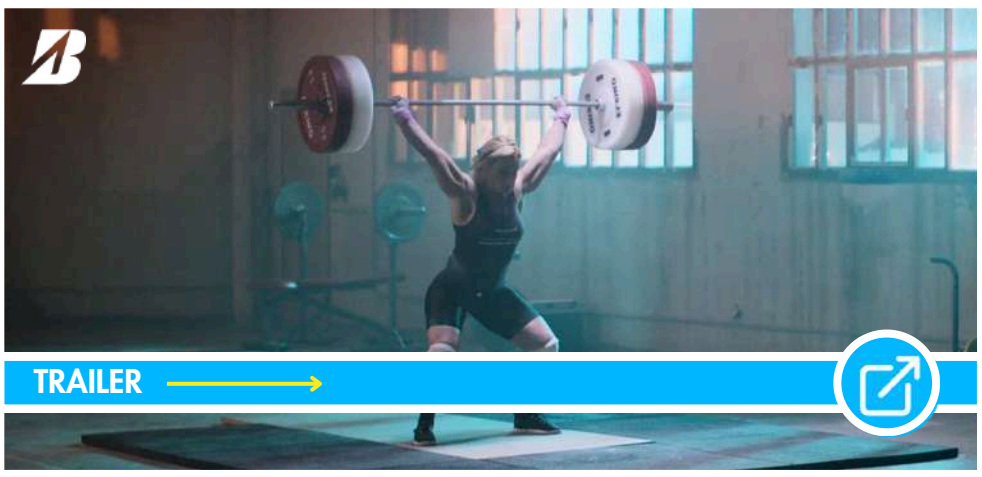
CASE STUDY – P17

Producer on a series following Escape Artist Jonathan Goodwin as he pushes the boundaries of physical and mental endurance where danger is real, and failure is not an option. From high-altitude feats to nail-biting escapes, this series leaves audiences breathless and questioning the limits of human capability.

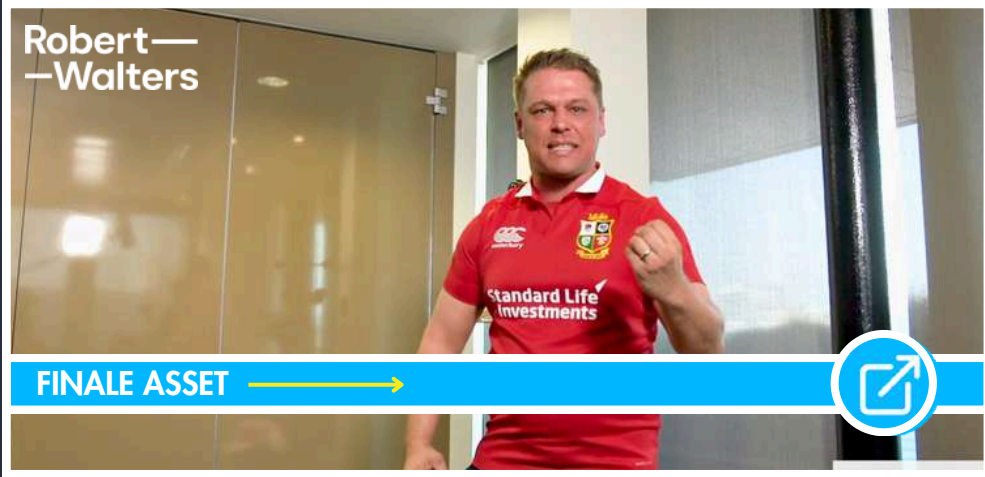
SELECTED COMMERCIAL CONTENT ASSETS

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



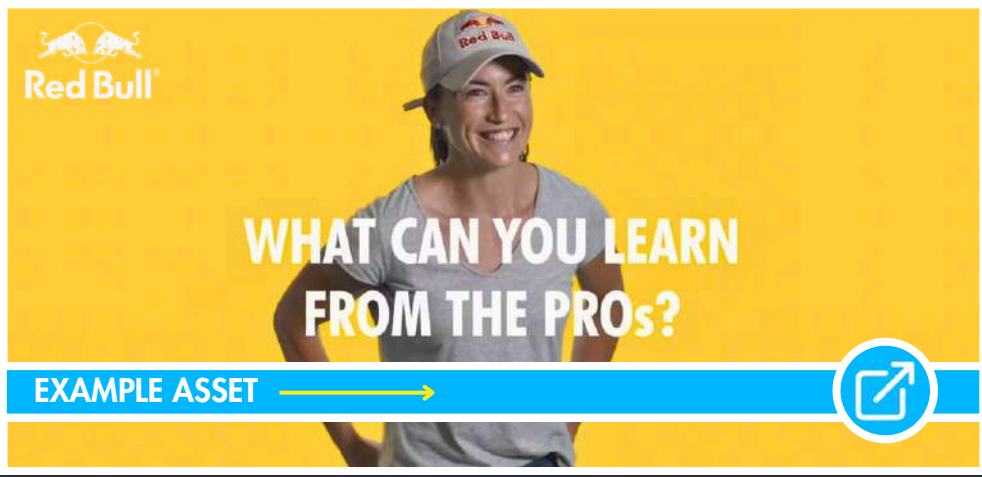
The Ultimate Fan (Competition) / Robert Walters



The Carabao Cup Relay / EFL



Ben Stokes: What a Year / Red Bull UK



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



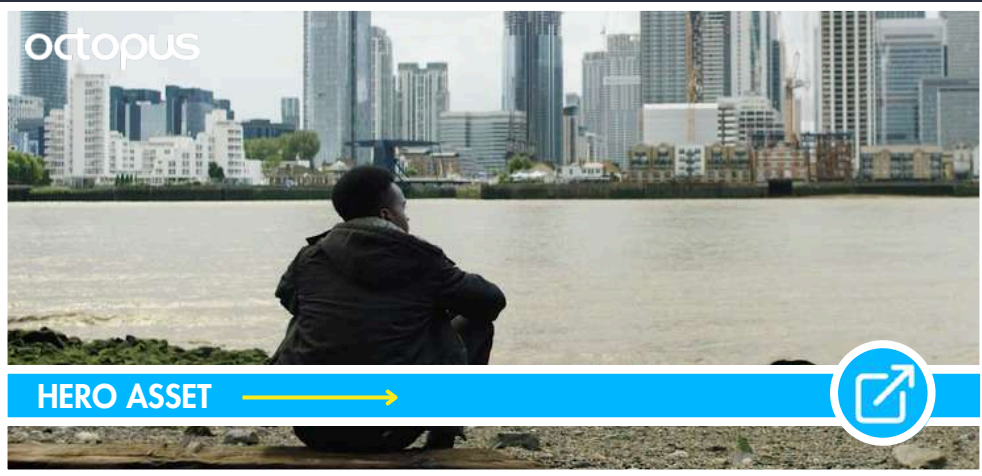
The Stress Test / Red Bull UK



Max Verstappen learns to drift / Red Bull UK



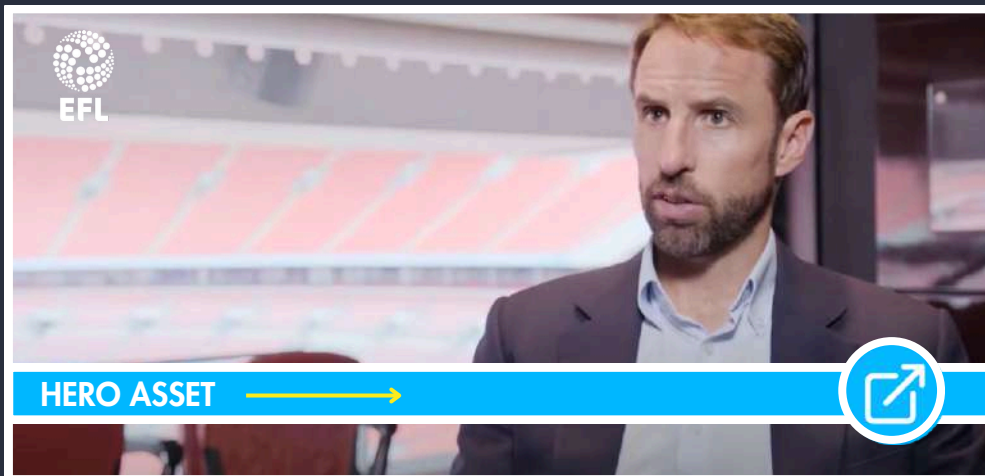
One Rolls-Royce / Rolls-Royce



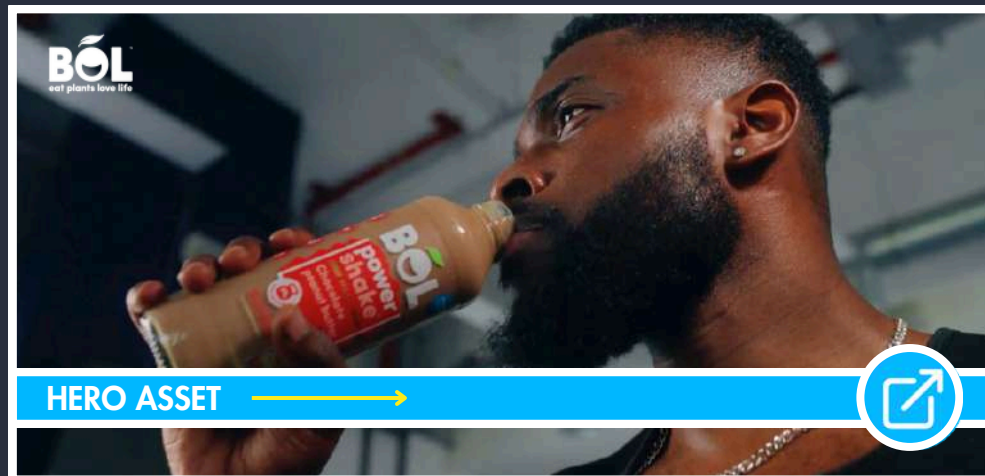
Choose Hope/ Octopus



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 below is a list of key projects that had the most profound impact on me during that period

KEY CREDITS & SUMMARIES	
<div>SENIOR PRODUCER</div> <div>DARCY OAKE’S TRICK FANTASTIC (1 x 42 minutes)</div> <div>—WATCH THE TRAILER —WATCH THE FULL FEATURE</div> <div>Red Bull</div>	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 Zig Zag Production for Red Bull Media House
<div>SENIOR PRODUCER</div> <div>BEYOND MAGIC WITH DMC (8 x 60 minutes)</div> <div>—WATCH THE TRAILER (FULL SERIES NOW ON DISNEY+)</div> <div>NATIONAL GEOGRAPHIC</div> <div>CASE STUDY—P15</div>	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 So Shoot Me Production for Nat Geo (now free to watch on Disney +.
<div>SENIOR PRODUCER</div> <div>TROY SERIES ONE (10 x 60 minutes)</div> <div>—WATCH THE TRAILER</div> <div>C4</div> <div>CASE STUDY—P16</div>	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 Zig Zag Production for C4
<div>PRODUCER</div> <div>THE INCREDIBLE MR GOODWIN (6 x 60 minutes)</div> <div>—WATCH THE LONDON EYE ESCAPE TEASER</div> <div>UK TV</div> <div>CASE STUDY—P17</div>	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 — An Objective Production for WATCH (UKTV)
<div>SHOOTING PRODUCER-DIRECTOR</div> <div>RUBE TUBE SERIES 5 (10 x 60 minutes)</div> <div>—WATCH MY CONTRIBUTOR MONTAGE</div> <div>E4</div> <div>CASE STUDY—P18</div>	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 — An October Films production for E4.

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>	

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  

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  





TRENT'S VISION

SEE BETTER.
BE BETTER.

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 incredible pressure.

TRAILER



FULL FILM



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.

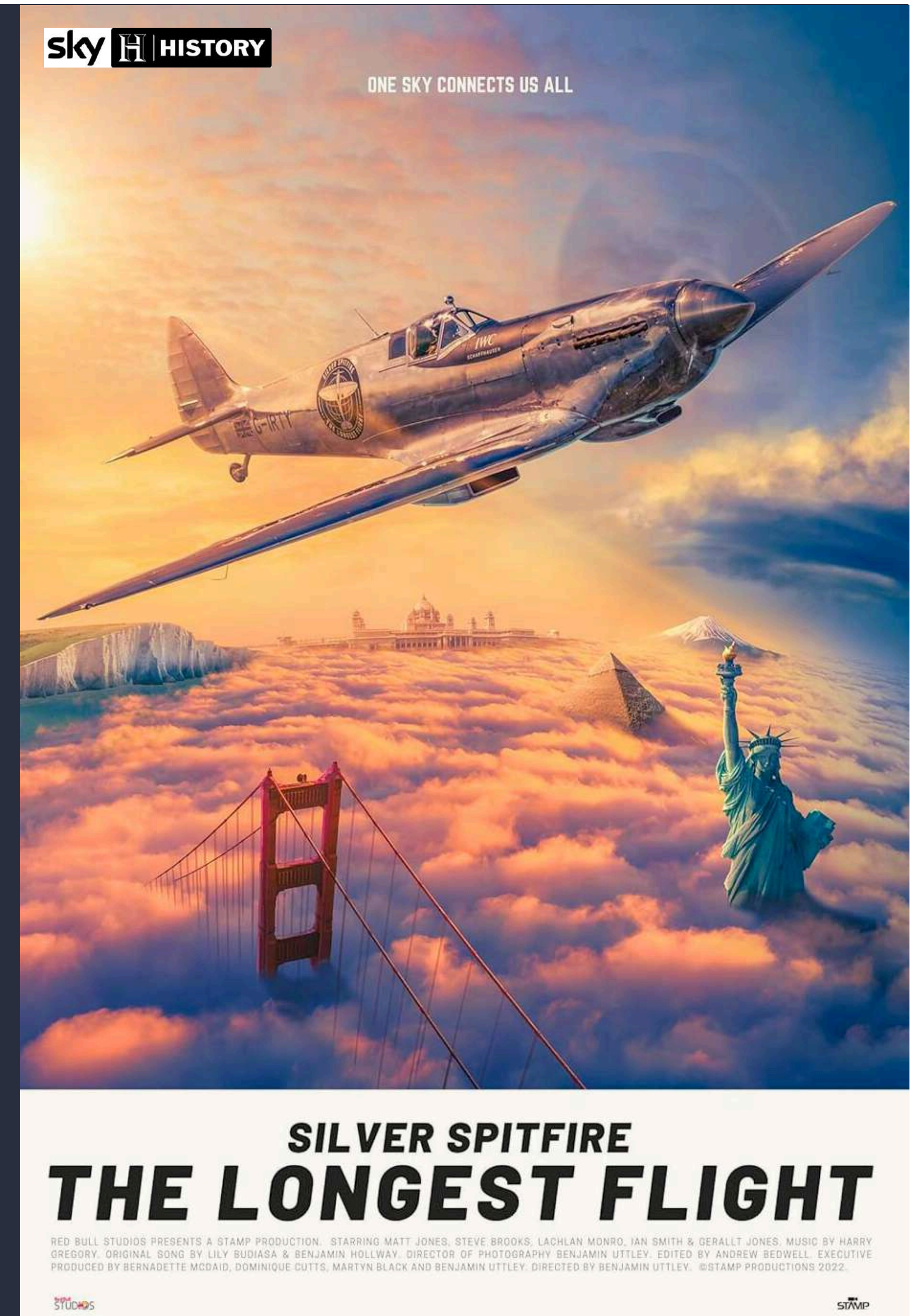
THE EXECUTION: The vision was to elevate the Spitfire beyond engineering to position it as a global symbol of freedom, resilience, and shared history. Capturing this story required a multi-year production effort: documenting the aircraft's reassembly, developing the creative structure, interviewing engineers 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) → 





Two historic teams, The Horsemen and AS Roma, invited fans to Escape Life's Gravity at Pratica di Mare Air Show June 16-18 to commemorate the 100th anniversary of the Italian Air Force. After the show the flight team (Jimmy Beasley, Dan Friedkin and Ed Shipley) flew over the Roma training ground at Trigoria.



DAN FRIEDKIN: CUSTODIAN — SENIOR PRODUCER

THE BRIEF: To produce a short-form documentary introducing Dan Friedkin, billionaire owner of AS Roma and pilot, to football audiences. The aim was to reveal the man behind the title through action rather than interviews, blending elite aviation, sport, and personal legacy during the Italian Air Force's centenary celebrations in Rome.

THE EXECUTION: Working with a small, agile crew, we filmed Dan Friedkin and his wingmen at the airfield as they prepared for the centenary airshow. We captured rare material of Dan piloting his Mustang in formation, using both ground and onboard cameras. For one crucial shot, we planned a sequence linking his two great passions. His flight team performed a flyover of Roma's training ground, drawing visual parallels between precision flying and the discipline of elite football. To deepen the story, we filmed Roma fans on the streets to gauge reaction to his presidency, and captured material with club staff to humanise the narrative from within.

THE OUTCOME: Despite being fully delivered, the film was never released due to complexities around the club at the time. The shoot combined elite-level access, technical challenges, and the need for complete discretion around a high-profile individual with strong views on privacy and control.

THE TAKEAWAY: Sometimes the most demanding projects are the ones no one sees. This was a lesson in trust, pressure, and adaptability. It taught me how to navigate difficult personalities, manage complex international logistics, and lead a team in high-stakes environments where failure was not an option, even if the outcome was beyond our control.

FINE CUT ON REQUEST (PASSWORD PROTECTED) →

THE CARABAO CUP RELAY — SENIOR PRODUCER/DIRECTOR

THE BRIEF: To produce a real-time, cross-platform content campaign that brought energy, humour, and prestige to the Carabao Cup in the days leading up to the 2018 Final. The concept was to escort the trophy through 23 former winning cities across England and Wales in seven days, capturing the stories, culture, and chaos along the way, and engaging new and existing fans through daily social-first content.

THE EXECUTION: Myself, a DOP and Editor were embedded with presenters Chris Kamara and Darren Farley, who carried the trophy from city to city in a branded BMW. At each stop they met club legends, relived famous moments from past finals, and interacted with fans, collecting stories, selfies, and reactions with warmth and spontaneity. We used an internal car rig to help capture the camaraderie between Chris and Darren along the way. Archive footage, city-scale GVs, and mapped graphics added depth and scale to each story. Each day ended with short film, turned around overnight and published across EFL and Carabao digital channels the following morning, keeping momentum and engagement high throughout the week.

THE IMPACT: The campaign brought new tone and visibility to a competition often overlooked in the football calendar. By focusing on humour, access, and nostalgia, it helped reframe the Carabao Cup as a tournament with genuine heritage and heart. The final highlight film was delivered to Wembley minutes ahead of kick-off and screened inside the stadium, completing the journey in front of a live audience and broadcast cameras.

THE TAKEAWAY: This was a lesson in speed, structure, and adaptability. It demanded quick editorial decisions, seamless coordination and the ability to stay agile without sacrificing quality. It also reinforced how powerful football content can be when it is built around people, not just matches.

WEMBLEY FILM





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



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.

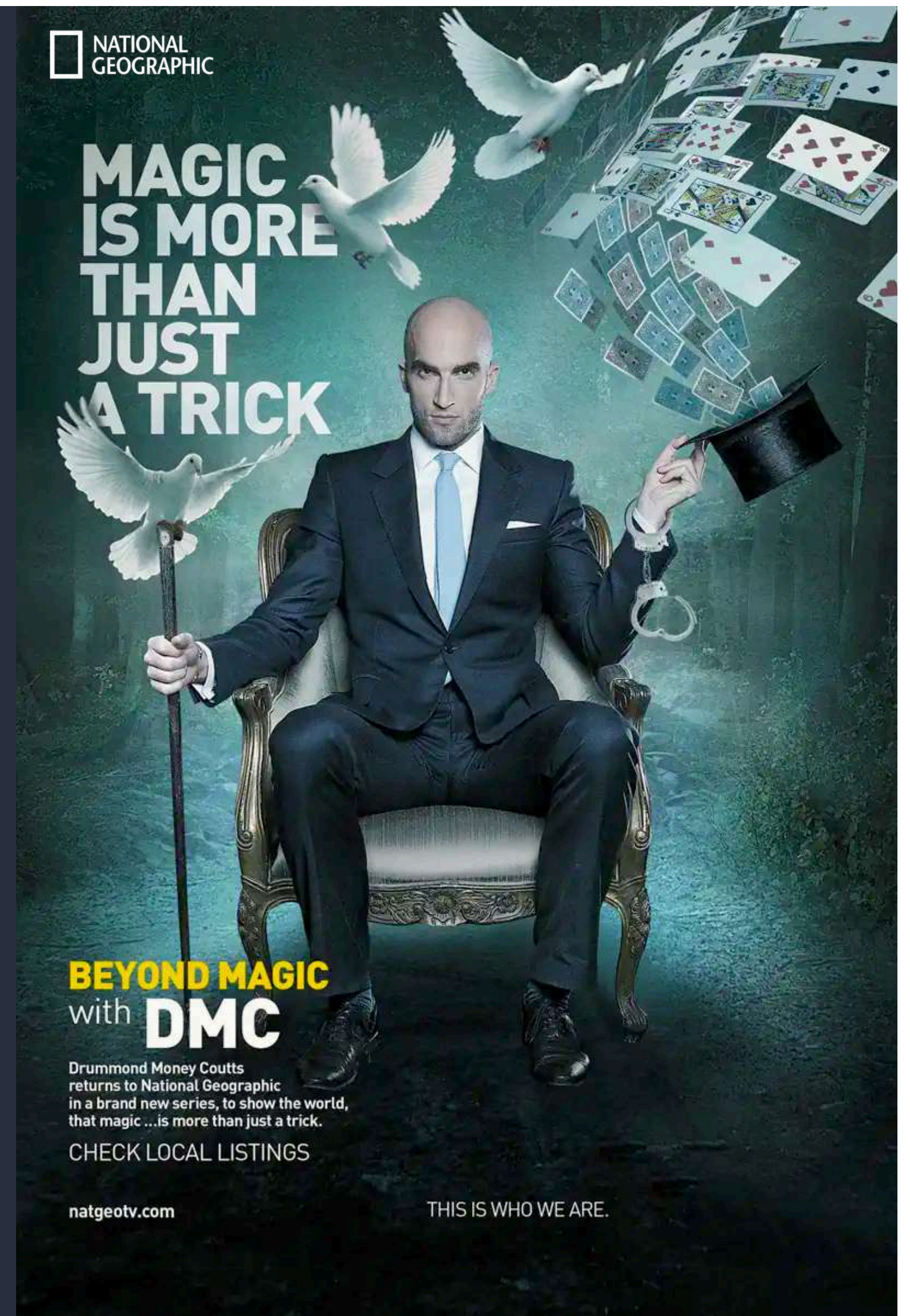
THE EXECUTION: Filmed across five global cities — London, Barcelona, Bangkok, Mexico City, and Singapore — the series combined uncut street magic with cultural exploration and ambitious set pieces. As Senior Producer, I led narrative and magic development, managing two international location teams while 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.

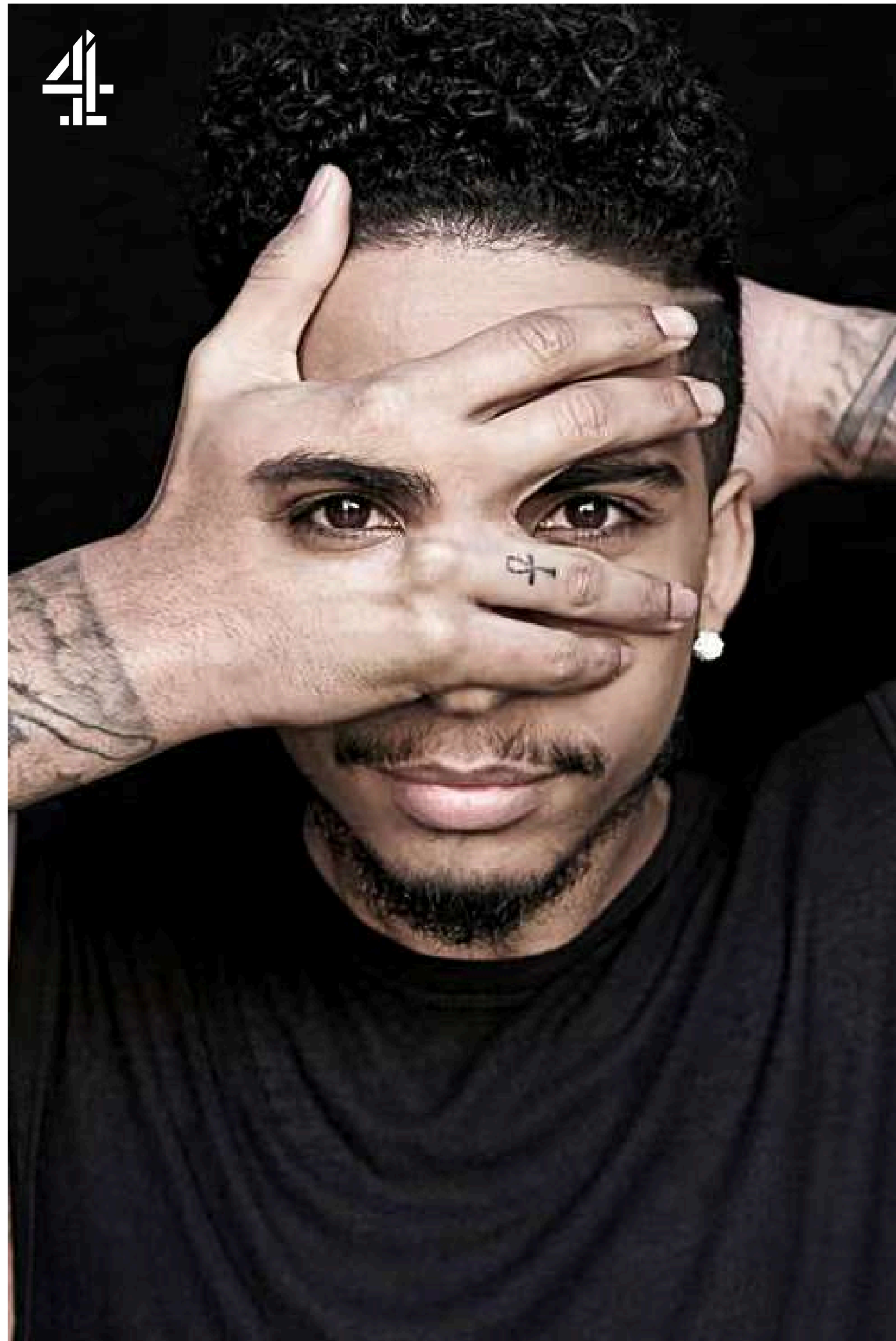
THE IMPACT: *Beyond Magic with DMC* broke new ground in how magic could be portrayed — fusing raw performance, documentary storytelling, and cinematic production. The series was praised for its immersive style and emotional depth, and was recently acquired by Disney+ over a decade after its original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





TROY — SENIOR PRODUCER

THE BRIEF: To launch magician Troy Von Scheibner's first ever TV series, introducing his unique brand of street magic to a new generation. The aim was to create a show that blended jaw-dropping illusions with the energy of London's streets, capturing authentic reactions and merging everyday life with the impossible. A key goal was to develop Troy as not just a magician, but a relatable personality, connecting with viewers on a personal level.

THE EXECUTION: As Senior Producer, I guided Troy through his first TV series, supporting his on-screen performance to feel natural and authentic, even in unpredictable public settings. I worked closely with him on scripts and delivery, while managing a large team and coordinating complex, often out-of-sequence shoots across London. The series blended street magic with biographical moments, including interviews with Troy's father, to build a genuine connection with viewers. I ensured strong collaboration between departments to maintain high-quality content throughout production.

THE IMPACT: The series was a critical and audience success, praised for its fresh approach to magic and its ability to make Troy both relatable and extraordinary. The authentic street magic, combined with biographical storytelling, resonated with younger viewers and helped redefine magic for a new generation. The show's strong reception was vindicated by its renewal for a second series, cementing Troy's place as a major new talent in UK television magic.

KEY TAKEAWAY: Producing Troy was about in balancing large-scale production with personal storytelling. The experience reinforced the value of nurturing new talent, adapting to unpredictable environments, and ensuring that even the most spectacular content is grounded in real human connection. It also highlighted the importance of team leadership, flexibility, and clear communication across all departments to deliver a complex, high-profile series on time and to a high standard.

TRAILER → 

THE INCREDIBLE MR GOODWIN — SENIOR PRODUCER

THE BRIEF: Produce a daring, high-impact factual entertainment series following escapologist Jonathan Goodwin as he attempted death-defying stunts and escapes across the UK and Los Angeles. The aim was to capture the true edge-of-your-seat spectacle while telling Jonathan's personal story, and to immerse viewers in the world of real danger, extraordinary skill, and the psychology of fear.

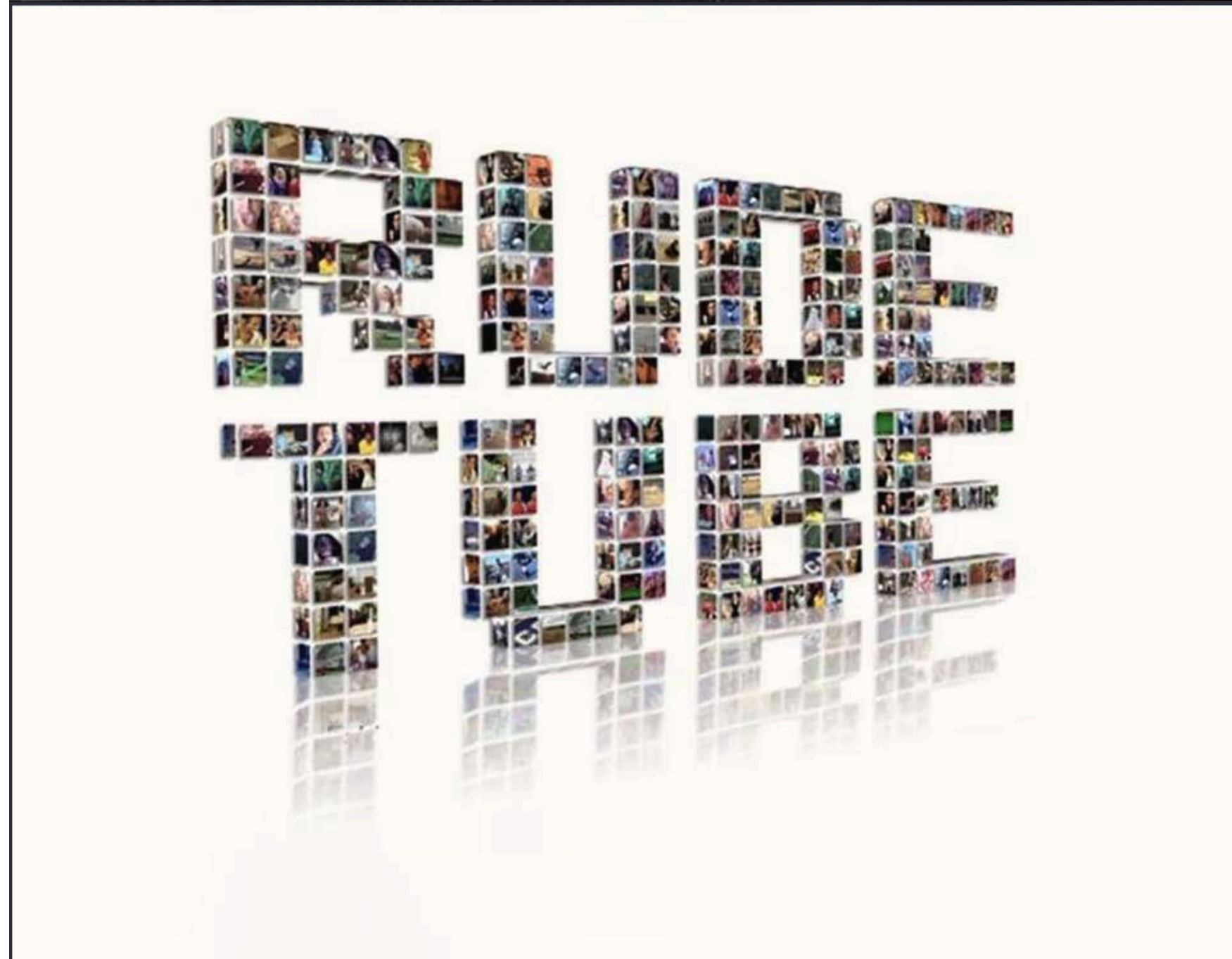
THE EXECUTION: As Producer, I managed all aspects of on-location production across multiple high-risk environments, from car flips and building climbs to dangerous escapes and live animal stunts. I coordinated logistics for each unique feat, sourcing locations, specialist crew, stunt safety experts, and equipment, while working closely with Jonathan and the Director to ensure every shoot was meticulously planned and executed. My role also involved producing on-camera interviews with Jonathan, his partner, and public witnesses to contextualise the stunts and capture genuine emotional responses. Each shoot operated under intense time pressure and high-stress conditions, often with large crews and real physical danger. Success relied on seamless communication between production, talent, and safety teams, and the ability to adapt quickly to changing circumstances on the ground.

THE IMPACT: The result was a visually stunning and emotionally gripping series that pushed the boundaries of factual entertainment. The show aired on 'Watch' (now UKTV and Discovery), drawing strong audience engagement and critical attention for its blend of spectacle and storytelling. The series helped position Jonathan Goodwin as a leading figure in modern escapology, and was praised for its authenticity, tension, and ability to capture both the spectacle and the human story behind each risk.

KEY TAKEAWAY: This was a landmark show for me as it was my first Senior Producer role. The Incredible Mr Goodwin was a masterclass in high-stakes, real-world production. It reinforced the value of meticulous planning, clear communication, and decisive leadership in hazardous situations while reminding me that the most memorable stories are those that capture both the spectacle and the human emotion behind the risk.

'LONDON EYE ESCAPE' TRAILER. → 





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 → 



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