

CHARLOTTE POTTER-LANDUA

Senior AV Creative & Content Lead

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About me

I am a creative video producer with extensive experience crafting engaging audiovisual content for leading media brands, including Sky, Disney, and UKTV. Skilled in Adobe Premiere Pro, After Effects, and self-shooting, I specialise in producing targeted content for platforms such as Instagram, TikTok, and YouTube. My portfolio ranges from innovative cinema spots and impactful social media launches to compelling music-driven documentaries.

I enjoy collaborating closely with multidisciplinary teams, regularly contributing to creative strategy and content ideation. I am experienced in managing several projects side by side, meeting tight deadlines, and effectively incorporating stakeholder feedback to deliver content that resonates with audiences.

Work experience

Senior creative | SKY

August 2022 – present

- Producing innovative promotional campaigns for major shows, including successful social and cinema spots.
- Leading a creative team to produce engaging and impactful AV content.
- Regular participation in content strategy brainstorming and audience engagement meetings.
- Experienced in creating presentation decks and pitching concepts to stakeholders and senior leaders.
- Mentoring junior creatives and providing practical guidance in video production.

Mid-weight creative | SKY

April 2019 – August 2022

- Originated, pitched, and edited promotional content tailored to various audiences.
- Experienced in creating promotional social media content for entertainment brands, optimising engagement and tracking performance metrics.
- Skilled in creating targeted content for TikTok, Meta, and YouTube, tailored to platform audiences.
- Ensuring brand consistency across all Sky channels.
- Directed voice-over sessions with high-profile talent.
- Assisted in setting up shoots and editing engaging social media spots.

Junior Creative | UKTV

October 2016 – April 2019

- Created and edited promotional video content, adapting materials for digital and broadcast platforms.
- Regularly collaborated with marketing, social, design, continuity, and navigation departments.

On-Air Creative Intern (EMEA) | WALT DISNEY COMPANY

July 2015 – August 2016

- Assisted in producing and editing promotional AV content for various Disney channels and platforms.

Production Assistant | OFF THE FENCE

June 2014 – September 2014

- Supported production teams, helping coordinate logistics and preparing filming locations.

Clinical Trials Administrator/Coordinator - MERCK SERONO, Geneva

2008 – 2012

Independent video projects

2014-present

- Produced promotional videos for music groups in Geneva, adapted specifically for YouTube and Instagram.
- Created documentary-style videos highlighting volunteer humanitarian aid efforts in Ukraine and India.
- Produced and edited student film projects during university studies.

Skills

Technical Skills

- Adobe Premiere Pro (Advanced)
- After Effects (Proficient)
- Adobe Photoshop (Proficient)
- Avid Media Composer (Proficient)
- Camera operation & self-shooting (Advanced)
- Audio recording & editing
- Lighting setup (studio/location)
- Video editing & post-production

Creative & Content Skills

- AV campaign production
- Content ideation & brainstorming
- Brand storytelling
- Scriptwriting & narrative development
- Documentary filmmaking
- Social media content creation & adaptation
- Audience engagement strategies

Interpersonal & Management Skills

- Team leadership & mentoring
- Strong communication & collaboration
- Voice-over direction (high-profile talent)
- Project coordination & management
- Relationship-building across multidisciplinary teams
- Flexibility & adaptability

Additional Skills

- Cultural awareness
- Volunteer & social-impact storytelling
- Corporate communications (health & tech sectors familiarity)

Education

Media and communications, BSc (Hons)
International Baccalaureate Diploma

Brunel University London (2012-2015)
International School of Geneva, Switzerland

Languages

English (mother tongue)
French (C2)
Spanish (B1)