

Ric Baldock

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Location: Hybrid/ Remote (London/ South West)

PROFILE

Experienced freelance producer and production consultant with a background in building teams, leading shoots and delivering content across brand campaigns, documentary, commercial and digital platforms. I bring a calm, clear-headed approach to complex productions, drawing on 20+ years of experience across agencies, in-house studios and independent creatives.

Skilled at assembling and scaling teams, managing budgets and running seamless production processes from pre to post. Equally comfortable on set, in the studio or behind the scenes optimising workflows, I help brands, broadcasters and purpose-led organisations deliver content that's creative, efficient and values-aligned. Recommendations available on LinkedIn [HERE](#).

EXPERIENCE

RBOPS - Self Employed (*Jan 2025 - Present*)

- Partnering with brands, agencies and creative teams to deliver high-quality content across stills, video and integrated campaigns.
- Supporting purpose-led brands and growing teams with operational clarity, creative delivery and scalable systems.
- Services include shoot planning, team sourcing, budget and timeline management and workflow optimisation.

Cowboy E-Bikes | B Corp

Creative Operations Director (May 2023 - Jan 2025)

- Transitioned all creative and production in-house, improving agility and brand consistency while reducing agency costs.
- Built and led cross-functional teams to deliver content across Brand, Social, Ecomm and Retail channels.
- Oversaw production across stills, motion and CGI and introduced AI tools to streamline workflows and boost efficiency.
- Aligned creative execution with product and design through close cross-functional coordination.
- Owned budgeting and reporting for £8m annual spend, ensuring financial visibility and marketing ROI.
- Led quarterly planning and operational delivery of integrated, multi-channel campaigns.

Genie - AI Driven Talent Platform

Production Lead and Consultant (Nov 2022 - Apr 2023)

- Hired to grow the production discipline at an AI-powered talent-matching platform for the advertising and production industry.
- Sourced, onboarded and engaged top talent while building and nurturing client relationships with brands and agencies.

Vashi - Fine Jewellery Brand

Creative Operations Director / Environmental Social Governance Council Chair (Feb 2022 - Oct 2022)

Creative Services & Production Director (July 2021 - Feb 2022) / Head of Production (Sep 2020 - July 2021)

- Built and led a 20-person in-house studio covering creative, production, project management and post.
- Launched a 5,000 sq ft Mayfair film and photography studio, reducing agency spend and boosting in-house capability.
- Streamlined creative workflows across design, production and post to accelerate delivery and raise quality across all channels.
- Exec-Produced the company's first £1m brand campaign and led delivery across multiple formats and platforms.
- Spearheaded Vashi's first ESG strategy, aligning creative with sustainability goals and increasing brand transparency.
- Introduced planning, budget ownership and reporting processes to support high-volume content delivery and commercial growth.

Just So - Independent Creative Studio | B Corp

Head of Production (June 2014 - Sep 2020) / Producer (Sep 2010 - June 2014)

- Scaled the studio from 3 to 40 people, overseeing all production, post and studio operations.
- Led high-end production across stills, film and branded content for clients including adidas, Red Bull, Netflix and Dunhill.
- Built sustainable production practices and supported the company's B Corp certification.
- Managed director roster and freelance networks to enable agile production across brand, documentary and commercial briefs..
- Contributed to creative development, business strategy and operational leadership.

The Red Brick Road - Advertising Agency - Account Director (April 2008 - Feb 2010) / Account Manager (March 2006 - April 2008)

- Recruited at the agency's inception to create TV, print and digital advertising for key accounts, including Heineken and Tesco.

Lowes London - Advertising Agency - Account Manager, Account Executive, Graduate Trainee (July 2003 - March 2006)

- Accepted onto the Lowe Graduate Training Scheme leading to a role on Tesco, the agency's biggest account.

Icebreakers UK - Men's Mental Health Community (Volunteering)

Bath Chapter Lead (2022 - present)

- Leading this free community helping men build resilience through cold water therapy and new conversation.

Surfers Against Sewage - Marine Conservation Charity | B Corp (Volunteering)

Plastic Free East Dulwich Community Lead & London Rep (2018 - 2021)

- Launched a local campaign to tackle single-use plastic, coordinated charity campaigns, events and fundraising across the capital.
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EDUCATION

- University of Cambridge (CISL) 2022 - Sustainable Marketing, Media and Creative
- University of Birmingham 2003 - BA (Joint Hons.) French & Classics: 1st Class.