

# YASMIN RAI

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I have excellent communication skills and believe my sunny and enthusiastic nature makes me easy to get along with. Previous roles in Entertainment, Reality, Sports and Children's TV have taught me to be proactive, analyse/deal with situations accordingly and have a positive attitude to motivate others. I have extensive location, studio, gallery and live experience.

## KEY SKILLS:

- Developed my **creative skills** and am able to generate innovative and engaging ideas
- Capable of **storytelling** as I am able to develop compelling narratives and story arcs.
- **Good leadership skills** - keen to motivate the team and am able to efficiently plan, organise and execute large scale shoots.
- **Excellent communication skills** - can confidently communicate with team members from runners to DOPs, talent to agents.
- Well established **budgeting skills** - can manage financial aspects of a production- location fees, contributor fees, props etc.
- Confident in **decision making** - making critical decisions regarding casting, scripting changes and production elements.
- Very good at keeping **organised** and meeting deadlines with tasks and making realistic filming schedules and running to time
- **Good technical knowledge** and have a basic understanding of using camera, sound, lighting kit and post production processes.
- Able to identify potential risks and take relevant steps to mitigate them.
- **Marketing** and promotion - have developed promo ideas and pitched to talent and directed/ produced them. (Link available)
- **Knowledge of regulations** - good understand of broadcast content regulations and compliance
- **Casting** expertise - able to identify and select talent/ contributors suitable for specific roles/ programmes. Have a combination of industry knowledge, interpersonal skills and a keen eye for talent. Able to conduct auditioning, evaluate performances and make casting decisions and pitch to senior members of the team.
- **Studio** roles - able to create the right documentation for studios- crib sheets, RO's, schedules and briefing docs. Confident working on Live shows and pre-recorded. Able to stay calm and focused in the chaos of producing live TV!

## CURRENT ROLE:

**'The Voice' - ITV**

**COACH PRODUCER**

**February - June 2024**

Series Producer: Mo Mohsin | Executive Producer: Maisie Maguire

## EXPERIENCE:

**'The Great Pottery Throw Down' - Love Productions**

**August - November 2023**

**STORY PRODUCER**

Series Producer: Jennifer Morrison | Executive Producer: Luke Byrne

Managing multiple contributors, following story and narratives for each one. Am organised with notes and able to work well under pressure and keep a calm when managing contributors and directing camera ops. Written full episode script including technical elements of the challenges as well as adapting the style of writing to suit the talent. Really enjoy being creative and coming up with content and always happy to contribute and share ideas.

**BBC micro:bit foundation campaign.**

**June - August 2023**

**TALENT BOOKER**

Series Producer: Birgitte Johnson | Executive Producer: Jo Claessens

Booked talent with specific criteria- from across the nations, from different industries who would be suitable for children. Carrying out background checks and creating bios to pitch to the team. Negotiated fees/ contracts with the agents.

**'Love Match' (S1) - Worker Bee**

**May 2023**

**STORY PRODUCER**

Series Producer: Nicola Hammond | Executive Producer: Charlie Faux

Stepped in to help with large scale shoots with multiple storylines to follow between the couples. I had to quickly catch up on the background of each couple and where their story was going. I wrote extensive but concise notes for the edit and carried out vox pops. I felt confident in this role, there were multiple story producers on the job and I helped to cover their shoots last minute and worked with the crew to obtain the content/ story points required.

**The Voice (S12) and The Voice Kids (S7) - ITV**

**November 2022- April 2023**

**COACH PRODUCER**

Series Producer: Cally Haycox | Executive Producer: Maisie Maguire

Liaised with management teams, made schedules for Coaches (Sir Tom Jones, Will.i.am, Olly Murs and Anne Marie), produced Coaches during studio filming. Managed the Coaches (and their teams) in studio, to make sure we were running on time and Coaches were briefed. Created studio documents for Coaches/teams. Managed a production secretary and team of runners, briefed and managed their hours and well being. I thrive in a studio environment and love the fast paced nature, my calm approach helps to manage difficulties and challenging situations efficiently. I am very well organised and have an extremely high attention to detail which ensures a smooth running of the shoots and filming

**The Great Pottery Throw Down - Love Productions**

**August - November 2022**

**STORY PRODUCER**

Series Producer: Jennifer Morrison | Executive Producer: Luke Byrne

Vox popped potters before and after challenges, produced them on camera throughout challenges, followed and investigated potential storylines. Relayed these back to judges producer, challenge team and senior team. Had up to 4 potters at a time and was directing cameramen to capture content relating to the story. Built strong relationships with potters so they felt comfortable opening up during all emotions. Wrote up extensive story notes for edit. Produced/Directed (self shot) back story

**References available upon request.**

VT with interviews and actuality as well as guest judge profile shoot.

**Question of Sport (S52)**- BBC Studios

**April - August 2022**

**STUDIO PRODUCER**

Series Producer: Dave Gymer | Executive Producer: Gareth Edwards

Over saw a team of researchers/ APS - booked guests for the studio, booked contributors for multiple Mystery Guest VTs and directed/ edited these VTs (Link available on request). Organised large scale VTs and wrote scripts and RA for these. Developed new game/ quiz led items and produced/briefed talent on studio days. Was able to manage multiple projects at different stages of production.

**Saturday Night Takeaway** - ITV

**January - April 2022**

**AUDIENCE HITS AP**

Series Producer: Ben Aston | Executive Producer: Diego Rincon

Organised hidden camera prank shoot for which I sourced the location and auditioned actors for an undercover role, organised background diners, produced contributors, developed pranks/scripting ideas and helped to facilitate them on location in an undercover role. Came up with new, exciting surprises for other audience hit items and produced live hits/games on location.

**Walk The Line** - Lifted Entertainment

**September - December 2021**

**STUDIO AP**

Series Producer: Ben Aston | Executive Producer: Paula Thomas

Worked closely with Series Director/ SP - arranging graphics, cue cards, scripts, wrote links and questions for judging panel and sourced studio tracks as well as produced presenter/ talent. I was often pulled into different areas to help out- I was flexible and organised so that I could help/deal with things accordingly.

**The Big Breakfast** -Lifted Entertainment

**July - September 2021**

**LIVE AP**

Series Producer: Rina Dayalji | Executive Producer: Luke McFarlane

Developed new ideas for the revival of *The Big Breakfast show*- Came up with games, items, talking points, scripting ideas and potential guests. Set up and directed VTs, wrote filming schedules and scripts for these. I produced and directed VT with Krept and Konan and shot idents/ title sequences for the games (link to these available on request).

**Celebrity Ex In The City**- Whizz Kid Entertainment

**May - June 2021**

**CASTING AP**

Casting Producer: Sophie Pajak | Senior Producer: Boris Gowan

Researched celebrity dating history for stories with potential contributors, targeted suitable matches using social media platforms and also cast background diners for filming dates. Displayed good knowledge of the market - Stayed up to date with emerging talent and industry trends. Carried out background checks for potential contribs to ensure suitability. Carefully considered factors like physical appearance and ability, as well as chemistry with other cast members and their welfare .

**The Circle**- Studio Lambert

**April - May 2021**

**CASTING AP**

Casting Executive: Sophie Alcock | Executive Producer: Toni Ireland

Targeted contributors using social media and other online resources. Carried out auditions on zoom and pitched to Producers. Understanding the emotional aspects of contributors opening up their thoughts and feelings and ensuring they were comfortable and happy with the process. Confident multitasker and managed multiple stages of the audition process at once. Considered cultural diversity and sensitivity in casting decisions.

**Jennie's Fitness in 5** - BBC Children's

**March 2021**

**ASSISTANT PRODUCER**

Series Producer: Jennifer Morrison | Executive Producer: Vanessa Amberliegh

Stepped in to assist the talent (Jennie) by helping with direction and scripting. Due to lack of rehearsal/ prep time I was able to think on my feet and produce Jennie on set, assist with choreography and her general welfare.

**Saturday Night Takeaway** - ITV

**February 2021**

**LIVE AP (ON LOCATION)**

Producer: Sarah Mittell

Travelled to different parts of the country to surprise contributors for a live item for SNT. Rehearsed in the day with the crew- checking sound, connectivity to studio/ gallery via zoom etc. Directed and produced the shoot and liaised with nominated guardians and briefed the selected participant under short time constraints.

**Workout The Wright Way** - BBC Children's

**January - February 2021**

**SELF SHOOTING AP**

Series Producer: Jen Morrison | Executive Producer: Annette Williams

PREVIOUS AP roles:

**I'm A Celebrity...Get Me Out Of Here: The Daily Drop** - ITV

**Naked Attraction (S5)** - Studio Lambert

**The Circle (S1 – SU2C/UK S3 /US S2)** - Studio Lambert

**The Voice Kids (S4)**-ITV Entertainment

**Don't Unleash the Beast (S1)** - CPL Productions

**Strictly Come Dancing (S13 + S15)** - BBC Entertainment

**BBC Bitesize Daily** - BBC Learning

References available upon request.