

NAOMI GAYLER

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[Linked In](#)

London

EXECUTIVE PRODUCER

Creative and results-driven Executive Producer with over two decades of experience leading high-profile production and development projects across access documentaries, factual entertainment, current affairs, entertainment and branded content, for streamers and broadcast.

A specialist in access-led projects, natural relationship-builder with a passion for storytelling, creative problem-solving, and reliable delivery. Excel at managing multi-million-pound series and complex stakeholder landscapes, with a proven ability to balance editorial integrity with audience and commissioner needs.

STRENGTHS AND EXPERTISE

- Pitching; commissioners and brands
- High-level access experience
- Strong team Leadership
- Exceptionally organised
- Budget Management
- Confident negotiator
- Client & Brand Relationship Management
- Excellent written & verbal communicator

PROFESSIONAL EXPERIENCE

EXECUTIVE PRODUCER – BROADCAST & DEVELOPMENT, BRANDED CONTENT

2022 – Present

Various Companies incl. Twofour, Boldprint Studios, Yes Yes Media, Film Nova, Parkview Creative

- Delivered branded campaigns and documentary pitches for clients including MOD, MOJ, NHS, Fairmont, Lego, Football Association, Ascot, Paul Smith, multiple school trusts and UK broadcasters and streamers, with a strong focus on human and socially driven storytelling.
- Led the creative and delivery for major broadcasters and streamers including BBC, Channel 4, and Netflix.
- Delivered production with budgets ranging from £500k to £2.5m, overseeing teams of up to 150 across all campaign stages.
- Pitched and secured access for broadcast and ad-funded editorial content across lifestyle, education, sport, and adventure.
- Created content for broadcast and branded content delivery, including sport series with Film Nova, digital sports campaigns with Art of Truth, to craft athlete-centric and community-focused campaigns, aligning with both commercial objectives and audience needs.
- Collaborated with brand and agency partners to deliver content tailored to platform and audience needs (26 commissioners pitched including Netflix, Apple, Amazon, Sky, Channel 4)

Selected Executive Producer Credits:

- *Swiped: The School That Banned Smartphones* (C4) – Technology and wellbeing series with education partners.
- *Educating Yorkshire* (C4) - Negotiated access and supported the senior team on location for the latest rig series, leading the editorial.
- Yes Yes Media - Developed a documentary series for a streamer with a new piece of smartphone technology
- Film Nova – Developed ad-funded content centered on a major UK endurance race (Ad-funded)
- Parkview Creative - Pitched to streamers and broadcast commissioners on an access-driven documentary series for a high-end British fashion designer (Ad-funded)
- Art of Truth - Development and researching brand outreach to fund a digital sports access series for a streamer (Ad-funded)

EXECUTIVE PRODUCER/ SERIES PRODUCER- ADVENTURE, ACCESS & SPORTS FORMATS 2015–2022**Various Companies incl. Twofour, Minnow Films, Studio Ramsay, Curious Films, Brown Bob**

- Worked across legal, compliance, casting, and editorial planning to ensure seamless delivery and ethical access to contributors and talent.
- Delivered award-nominated and high-viewership series for top broadcasters.
- Directed cross-functional teams through complex shoots and stakeholder coordination.

Selected Series Producer Credits:

- Oversaw the acclaimed *Squad Goals* (BBC Three), amplifying the female football movement with a focus on youth engagement and grassroots sport. This football docu-series championed community, identity, and sport.
- Produced *SAS: Who Dares Wins* (Channel 4), focusing on endurance, mental resilience, and elite physical training. Leading a team of 250 as a Series Producer across casting, production, and editorial; specialist access with MOD. Delivered complex, physically challenging shoots.
- *Royal Navy School* (Channel 4) – Managed sensitive long-term filming with military partners.
- Worked on *The Savoy* (ITV), a flagship observational series with corporate and hospitality partners

2011 – 2015**PRODUCER****Various Broadcast Production companies****Selected Credits:**

- *Suicide and Me* (BBC3/ Antidote Productions)
- *One Killer Punch* (C4/ Raw)
- *Hairy Bikers' Meals on Wheels* (BBC2/ Optomen)
BAFTA nominee
- 24 Hours in A&E (C4 / The Garden)
- *Bangkok Airport* (BBC3/ Keo Films)
- *Heston's Feasts* (C4/ Optomen)
Broadcast Award nominee

EDUCATION**COPYWRITING: CITY UNIVERSITY OF LONDON 2023****LANGUAGES:** Fluent in French and English**BOURNEMOUTH UNIVERSITY: 2001 – 2004**
BA (Hons) Television Production, First Class Honours**GODALMING COLLEGE: 1999-2001**

SPORTING BACKGROUND & PASSION

- Lifelong athlete and Channel swimmer. Currently train for marathon swims.
- Competitive cyclist - CX, TT and road. Competed in triathlons and swimming competitions.
- Trained cook, scuba diver, with creative and food writing experience.

REFERENCES

- Available on request