

ROBYN LAY. PRODUCTION ASSISTANT

she/her

Production Assistant with extensive experience across commercial campaigns. Skilled in servicing international productions for global agencies and brands including Peloton, Downy, Purina, and Hyundai through partnerships with Biscuit Filmworks, CAVIAR TV, Chelsea Pictures, and The Sweetshop Films. Previously working in Toronto, now based in London, UK.

COMMERCIALS

UK

<u>PROD CO.</u>	<u>BRAND/ PRODUCT</u>	<u>DIRECTOR</u>	<u>PRODUCER</u>	<u>PM</u>	<u>ROLE</u>
Somesuch	Nike x Fifa World Cup 'Rip the Script' (Stills Unit)	Arthur Couvat Elliot J Kennedy(pht)	Mario Von Trapp	Savvas Stavrou	PA
Riff Raff Films	The Rolling Stones "In The Stars"	Francois Rousselet	Matthew Posner	Savvas Stavrou	PA
Riff Raff Films	Google Gemini	Ehsan	Matthew Posner	Tabetha Glass-Jackman	PA
Campagne Films	Brookfield	Henry Scholfield	Ash Lockmun	Lucy Banks	Agency PA
New-Land	Samsung 'The Talk'	Niya Taylor	Zorica Salic	Anna Kovalska	Set PA
ArtClass	Paramount + 'This Year On P+'	Vincent Peone	Lana Salfiti	Zoe Travica	PA
New-Land	Rolex 'Watchmakers' (Stills Unit)	Natanael Ericsson	Zorica Salic	Anna Kovalska	Set PA
Torriano Group	Tems 'Love is a Kingdom Album'	Jyde Ajala	Peggy DiGioia-Davies	Nathan Legger	PA
Anonymous Content	Horror Series	Frances O'Sullivan	Poppy Ashton	Peggy DiGioia-Davies	PA

CANADA

<u>PROD CO.</u>	<u>BRAND/ PRODUCT</u>	<u>DIRECTOR</u>	<u>PRODUCER</u>	<u>PM</u>	<u>ROLE</u>
Magna Studios	Altafiber 'Brighter World Hawaii & Ohio'	Matt Bieler	Mollie Rolfe	Nick Gervais	PC
IQ Productions	Downy 'Fresh + Odor Defense'	Alon Isocianu	Phil Sywash	Jack Stunt	PC
CANADA	Purina x Instacart 'Purina One'	Esteban	Jeff Schwartz	Pierre Campbell	PC
Suneeva	Maple Leaf Foods 'Hangry Highschooler'	Devon Ferguson	Phil Sywash	Joey Bilewicz	PC
Someplace Nice	Calix 'Ask Gerry'	Pete Henderson	Kailey Shanque	Tony Phibbs	PC
Untitled	YMCA 'Greater Together'	Hubert Davis	Erik Wilson	Dave Watson	PC
Skin & Bones	Canadian Tire 'Blender Bender'	David Quinn	Rory Halsall	Jack Stunt	PC
Big Pig Co.	Schneider Electric 'Schmoooth'	Matt Barnett	Mark Delottinville	Robyn Lay	PM
Radke Film Group	Meals on Wheels 'On Hold'	Ashley Armitage	Amalie Bruun	Chris Knaap	PC
Freshman	Tena 'Not Pausing'	Luis Kuri	Tim Corrigan	David Cosgrove	PC
Kreative Kontent	Snapdragon 'Fifty Five Percent'	Mark Nickersburg	Debbie Horwitz	David Cosgrove	PC
Common Good	Coast Capital 'Get Unstuck'	Carlyn Hudson	Jeff So	Jack Stunt	PC
Rethink	A&W 'Real Burger Lovers'	Bob Simpson	Jill McLeod	Chris Knaap	PC
Chromista	Otezla 'Movie Night'	Renny Maslow	Scott McCuaig	Robyn Lay	PM
Revolver Films	Fresh Co 'That's Fresh'	Scott Cudmore	Peter Oad	David Cosgrove	PC
The Deli	Skip the Dishes 'Giving Tuesday'	Jono Lawley	Kailey Shanque	Pierre Campbell	PC
Partners Film	Planet Fitness 'Meet the Sas-Squad'	Michael Downing	Peter Oad	David Cosgrove	PC
BISCUIT Filmworks	Peloton 'Hobby Mom' 'Run it Off'	Rachel McDonald	Noni Couell	Jack Stunt	PC
Skin & Bones	Canadian Tire 'OmniChrist'	David Quinn	Rory Halsall	Pierre Campbell	PC
Chelsea Pictures	Carter's 'Holiday Bundle'	Lalou Dammond	Marc Swenker	Dave Ford	PC
Partners Film	Fidelity 'I Don't Want to Wait'	Michael Downing	Peter Oad	David Cosgrove	PC
SomePlaceNice	Regeneron 'What's your Legacy'	Sean McBride	Kailey Shanque	Kailey Shanque	PC
Common Good	Halls 'Mt. Everest'	Jamie Webster	Melissa Mendes	Trevor Evoy	PC
Suneeva	GCI Alaska 'Wildly Ingenious'	Mike McGuire	Erik Wilson	Kyle Lauzon	PC
Caviar TV	Downy 'Blends'	Arnaud Salters	Luke Thomlinson	Kyle Lauzon	PC
Untitled	Hyundai 'Babies on Board'	Hubert Davis	Erik Wilson	Kyle Lauzon	PC
Steam	Quaker Crispy Minis 'That's Crispy'	Jordan Canning	Marc Swenker	Chris Knaap	PC
Revolver Films	Toyota 'Service'	Ross Allen	Peter Oad	Craig Flemming	PC
Revolver Films	Princess Margaret 'Carry the Fire'	Rune Milton	Peter Oad	Craig Flemming	PC
Merchant	KFC '5\$ Sandwiches'	Benji Weinstein	Marina Petrenko	Sebastian Mirecki	PC

Chapters

020 8747 1203 | info@chapterspeople.co.uk | www.chapterspeople.co.uk

SweetShop	Great Grains 'Pass the Bowl'	Michael Downing	Jeff Schwartz	Pierre Campbell	PC
Arts&Sciences	CarGurus 'Your Car, Your Way'	Fiona McGee	Jill Marr	Tony Phibbs	PC
Partners Film	Canadian Tire 'Do Not Disturb'	Joachim Black	Jeff Schwartz	Jack Stunt	PC
Partners	GreenShield 'Waiting Room'	Michael Downing	Jeff Schwartz	Chris Knaap	PC
Common Good	Tim Hortons '60th Anniversary'	Christo Arnesti	Sharon Yoo	Kyle Lauzon	PC
Undivided Creative	Pinterest 'Presents 2023'	Oren Kaplan	Jeff Schwartz	Brandon Pitt	PC

OTHER EXPERIENCE

DIRECTOR'S ASSISTANT

A24 | September 2022 - December 2022

- Supported Director Kristoffer Borgli on A24's Feature Film, Dream Scenario (2024)
- Facilitated director's collaboration with producers, cast, and department heads, ensuring priorities and deliverables were met.
- Handled high-level administrative and organizational tasks under tight timelines on a feature film set.

IN HOUSE COORDINATOR / EXECUTIVE ASSISTANT

OPC.tv | May 2021 - September 2022

- Supported daily operations of the creative/production department, managing calendars and workflow.
- Assisted directors in developing treatments and pitch materials, providing research and organizational support throughout the bidding process.
- Booked international travel, visas, and work permits for talent and crew.
- Processed POs, invoices, and expense reports on deadline.
- Streamlined onboarding for interns, boosting efficiency of the production team.

SKILLS

- Budget Tracking
- Crew Scheduling
- Call Sheets
- Vendor & Location Management
- Production Workflows
- Travel Logistics
- Adobe Suite
- Google Workspace
- Microsoft Office