

Helen Marley-Hutchinson – Senior Digital Producer helhutch77.com

Creative senior producer with a background in factual television production. Delivering digital media transformation systems and processes across social and streaming platforms. Collaboratively working with multi-disciplinary, pan-Atlantic teams. Matrix-managing in-house and freelance creatives to deliver strategically aligned, data driven, audience focused content for Apple, Amazon, Facebook, Twitter, You Tube, Instagram and BBC platforms.



BBC Lockdown Orchestra #bbclockdownorchestra

- Designed campaign in collaboration with BBC Arts, Radio 3, and Performing Groups
- Project managed and delivered within 6 days
- Consulted Data Projection, Privacy and Safeguarding experts to ensure UGC Uploader was editorially and legally compliant
- [Film premiere - BBC Four 14th May 2020](#)



BBC Music Get Playing #BBCGetPlaying

- Project managed, designed, delivered digital experience and social media campaign to tight broadcast deadline (2 months)
- Established successful working relationships internally across the BBC & externally via strategic partnerships with ABRSM, Making Music and Music for All
- Produced talent (including David Baddiel, Peter Hook and Midge Ure) for web and social content.
- **One of the BBC's most successful UGC projects with over 1,200 people joining the Virtual Orchestra**



BBC Radio Hear the Year 2016, Radio Moments 2015

- Led the digital and social delivery of these high profile, pan-network campaigns designed to raise awareness of brands and expose audiences to new content
- Collaborated across the BBC and externally to ensure on-time delivery of work streams.
- Developed and maintained effective cross network relationships with BBC Marketing and BBC Creative.
- Managed external suppliers and oversaw delivery of editorial content
- **Reach to the Hear The Year pages up +46% on 2015**



BBC Select

- D to C Change Agent - creating production systems and processes for BBC's first ever streaming service
- Delivering content globally on a daily basis
- Ensuring pan-Atlantic team has a digital first mindset, focused on delivering strategically aligned content for multiple platforms
- [BBC Select won D&AD graphic pencil for New Branding Schemes](#) 2021 - delivering continuous improvement by adapting BBC Select design for maximum digital impact



Digital and Social Media Campaigns R4, R4 Extra

- Annie Lennox – Woman's Hour at Women of the World Festival. Photo I took of Annie Lennox provided Radio 4 Facebook with one of its highest ever ratings – **over 14 million people engaged with this image**
- Comedy Election – [Dimpleby the Cat](#) generated over 100k visits
- [Shepherd's Life](#) Book of the Week received its highest quality score in almost two years (87, +4). 'The Shepherd's Life' was the second highest AI for Radio 4, just behind Gardeners' Question Time (88) from 13-19th April 2015.
- Produced bespoke assets for syndication including [Martian Chronicles](#)



BBC Music Jazz Pop Up Digital Station

- The BBC's first pop-up jazz station
- The first time BBC Radio had worked in partnership with a commercial broadcaster - combining forces with Jazz FM.
- Produced social media plan for the 4 day broadcast and 30 day catch up period
- Designed editorial and technical workflows for internal and external teams including Radio Player
- Managed external supplier on delivery of key asset
- **The successful pop-up station returned in 2016.**

Current Position *October 2020 onwards*

Line Producer, BBC Digital Studios, [BBC Select](#)

Previous Positions

Business Improvement Manager, BBC Radio HQ, [Radio Commissioning Framework](#)

Qualified Change Manager (APMG) Foundation and Practitioner

Expertise in strategy, content, systems, technology, process



Project Analyst, BBC Radio HQ, [Radio Commissioning Framework](#) *January – March 2017*

Senior Content Producer, [BBC Radio Hear the Year](#) #HeartheYear *October 2016 – December 2016*

Senior Content Producer, [BBC Music Get Playing](#) #BBCGetPlaying *March 2016 – September 2016*

Content Producer, BBC Radio and Music Multiplatform *February 2015 – February 2016*

Multiplatform Producer, BBC Academy - *July 2008 – February 2015*

Web Producer/Project Manager Creative Choices, Creative and Cultural Skills - *August 2007 – July 2008*

Assistant Content Producer [bbc.co.uk/h2g2](#) - *May 2007 – August 2007*

Specialist Researcher BBC Languages - *February 2007 – April 2007*

Assistant Content Producer BBC History [bbc.co.uk/history](#) - *January 2007*

Assistant Content Producer, BBC jam - *2006 – 2007*

TV Researcher

Various BBC programmes for BBC1, BBC2 and CBBC - *2000 – 2006*

Programmes include **Working Lunch, Short Change, Watchdog, Crimewatch, Lord Mayor's Show, Crafts and Holiday.**

Languages - A-level French and German

Education

PG (Dip) Multi-Media Journalism – Bournemouth University *Sep 1999 – June 2000*

BA (Hons) English Literature 2:1 – University College, University of Durham *Oct 1995 – July 1998*

Cheadle Hulme School

A-Levels 1995 English Literature A, German B, History B, General Studies B, Pass in Creative Writing

GCSEs 1993 French A, German A, History A, English Language A, Co-ord Science AA, English Literature B, Art B, Maths C