

PATRICK IRELAND

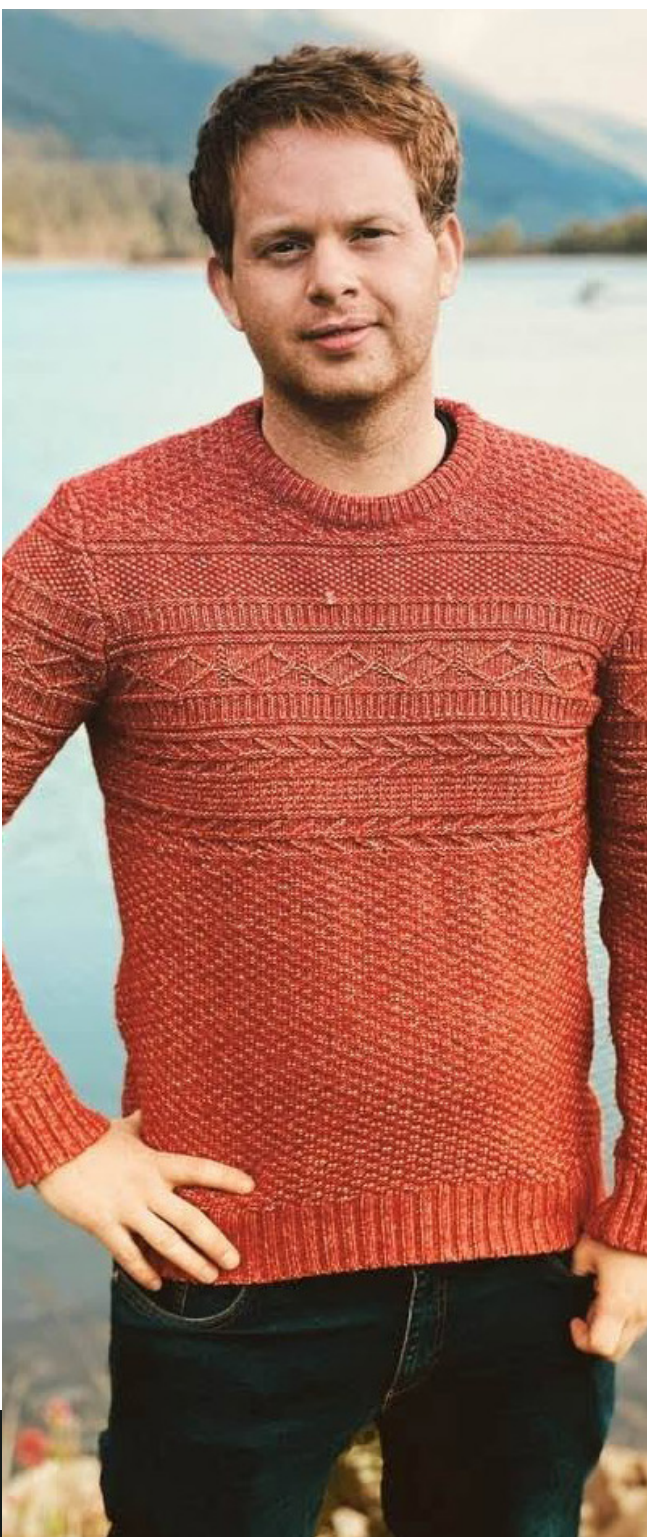
PRODUCER / DIRECTOR

I am an innovative and versatile Producer/Director with a proven track record of successfully leading production teams across a diverse range of media formats. I have led productions from concept to delivery for major broadcasters like **ITV**, **Channel 4** and **Lifetime**, for leading global corporations like **Asda**, **BNP Paribas**, **EasyJet** and **DS Smith**, and for major charities like **Stand Up To Cancer** and **Sane**. Alongside my commercial and broadcast work, I have written, directed, and produced several award-winning films. These include the short films *Ill Fares the Land* and *One in a Million*, as well as the documentaries *Emmerdale: 50 Unforgettable Years* and *Anonymous: A Million Men*. With experience spanning broadcast television, branded content and independent film, I combine creative development, production leadership and storytelling expertise to deliver compelling content across every format.

SHOWREEL

WEBSITE

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SKILLS

- Producing and Directing
- Creative Development
- Scriptwriting
- Editing (Adobe Premiere Pro & Avid)
- End-to-End Production
- Budget & Resource Management
- Team Leadership
- Talent Management
- Client & Stakeholder Management
- Broadcast Television
- Branded Content
- Commercial Production
- Documentary & Factual Programming
- News & Current Affairs
- Editorial Compliance
- Research and Fact-Checking
- Political Coverage
- International Location Production
- Multi-Camera & Live Studio Production
- Cross-Platform Digital Content
- Corporate Communications
- Event Production
- Social Impact Campaigns

EXPERIENCE

- APRIL 2019 - PRESENT | **ITV**
Experienced Producer-Director with a strong track record across a broad spectrum of formats — from popular daytime programmes like *Good Morning Britain* and *This Morning*, to branded content and high-impact advertising. Adept at leading productions on location across the globe, with shoots in France, Italy, Switzerland, Vietnam, Egypt, Sweden, and the USA — often under fast-turnaround and high-pressure conditions. Experience working with high-profile talent such as **Richard Madeley**, **Ranvir Singh**, **Alison Hammond**, **Josie Gibson**, **Georgia Toffolo**, **Lisa Snowden**, and **Andi Peters**.
- SEPTEMBER 2025 - NOVEMBER 2025 | **ARNOLD CLARK**
Producer-Director on three high-end car commercials for **Arnold Clark** and **ITV Win**.
- JANUARY 2025 - JUNE 2025 | **STUDIO TF1**
Commissioned by Studio TF1 to co-write a TV thriller for the US cable channel, **Lifetime**. Released globally in 2026.
- MAY 2023 - JANUARY 2024 | **GOOD MORNING BRITAIN**
Developed and produced original journalism, debates, and topical features for ITV's flagship morning news show. Cast contributors, pitched stories, and shaped editorial from concept to screen. Extensive live gallery experience in a high-pressure, fast-turnaround environment.
- OCTOBER 2022 - APRIL 2023 | **ILL FARES THE LAND**
Writer-Director of *Ill Fares The Land*, a multi-award winning fantasy/drama short film. Screened at festivals across the world and won awards.
- MAY 2022 - AUGUST 2022 | **ITV**
Producer-Director of *Emmerdale: 50 Unforgettable Years*, a documentary celebrating the soap's 50 years on television. Also spent time shadowing directors on both **Emmerdale** and **Coronation Street**.
- JANUARY 2018 - MARCH 2019 | **VISMEDIA AGENCY**
Led end-to-end production on branded content for major clients including **DS Smith**, **Asda**, **BNP Paribas**, and **Stand Up To Cancer**. Delivered creative, story-led films across digital and corporate platforms. Hands-on experience integrating immersive technologies, including AR and VR.
- JANUARY 2015 - DECEMBER 2017 | **SHOUTOUT UK**
Co-Founder and Creative Director of **Shout Out UK**, an independent media organisation dedicated to engaging young people in politics. Oversaw a wide range of multimedia projects — from video content and editorial articles, to live public debates in the House of Commons. Directed interviews with prominent political figures and developed impactful campaigns aimed at inspiring civic participation.
- APRIL 2015 | **CHANNEL 4**
Produced Channel 4's *Youth Leaders Debate*, the first of its kind, which aired on **All 4** on the 28th of April 2015.
- MARCH 2015 | **ANONYMOUS: A MILLION MEN**
Directed a 30-minute documentary exploring the hacktivist group 'Anonymous' in the lead-up to the 2014 Million Mask March. Acquired by Shorts International for global distribution and later screened exclusively at the **Houses of Parliament**.

EDUCATION

- 2014- 2016 | **THE LONDON FILM SCHOOL**
Masters in Filmmaking at the London Film School. Awarded Leverhulme scholarship for academic excellence.
- 2009- 2013 | **UNIVERSITY OF SHEFFIELD**
Bachelor's degree in Politics & Philosophy.