

PATRICK IRELAND

PRODUCER / DIRECTOR

Dynamic and versatile Producer/Director with a proven track record across broadcast television, branded content, and high-end digital storytelling. Experienced leading productions from concept to delivery for major broadcasters and global brands, including **ITV, Channel 4, DS Smith, Asda, BNP Paribas**, and **Stand Up To Cancer**. Also the Writer/Director of several acclaimed short films, including *Anonymous: A Million Men* (2015), *One in a Million* (2017), *The Director* (2018), and *Ill Fares The Land* (2023).

[SHOWREEL](#)

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EMMERDALE

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.

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 Snowdon, 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**.