

EMMA REYNOLDS

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SERIES DIRECTOR

PROFILE

I'm passionate about creating visually stunning and emotionally compelling TV. My goal is to bring your amazing concepts to life and keep viewers utterly hooked. I've worn many hats throughout my career — from editing in a top Soho facility house to vision engineering and satellite links across news, sport and live events. As a director, I've tackled everything from antiques to art, food, children's, entertainment, factual, drama, reality and fixed rig. I've even weathered a hurricane in the Pacific Ocean filming Great Whites (wouldn't recommend).

Most recently, I directed a short for EastEnders on YouTube, and I'm continuing my transition into drama whilst integrating cutting-edge AI tools into my creative process. I'm proficient with platforms like Sora, Runway, Kling, Google VE 02, Freepik, and Midjourney, using them for everything from visual pre-vis and concept art to stylised promos and pitch decks.

I'm known for launching first series — regularly tapped by the BBC and Channel 4 to bring new formats to life. I've also directed branded campaigns for Heinz, Lidl, Kenwood, Ambrosia, Lavazza, Green & Blacks, Asda, Waitrose, Kerrygold and helmed major corporate events for Burberry, HSBC, Pearson, BNP Paribas, Just Group, Microsoft, and over 20 London film premieres. I've also worked with over 135 chefs/cooks.

WORK EXPERIENCE

- **Celebrity Masterchef, Masterchef Pros - BBC1 2026 Series Director & Format Consultant** *Revamp, concept development, scheduling, crew assembly, camera scripting, setting up visual shooting style and technical needs for the series - both for sound & vision, set design*
- **Look Who's Hangry (Heinz) - RTE Player 2025 Trilogy Media Series Producer/Director** *Created first series, casting, food producing, set design, scheduling, edit producer*
- **Ainsley's Festive Flavours - ITV1 2024 Rock Oyster Media Director**
- **The Great Pottery Throwdown, Series 1,7, 8, 9, 10, Celebrity - Love Productions 2015,2023, 2024, 2025, 2026 Series Director** *Created first series, asked back for series 7 and 8. Concept development, scheduling, location scouting, crew assembly, camera scripting, setting up visual shooting style and technical needs for the series - both for sound & vision, set design*
- **The Antiques Roadshow - BBC1 2023 Series Director & Format Consultant** *Revamp for new tender, concept development, scheduling, crew assembly, camera scripting, setting up visual shooting style and technical needs for the series - both for sound & vision, set design, format bible*
- **The Unique Boutique - BBC Studios 2022 Series Director** *Created first series, concept development, scheduling, setting up visual shooting style and technical needs for the series - both for sound & vision, set design, format bible.*
- **Tom Kerridge's Sunday Lunch - BoneSoup 2022 Series Director / Producer** *Created first series, created new style of chop and style filming without food swap ins, concept development, scheduling, setting up visual shooting style and technical needs for the series - both for sound & vision, set design*
- **Albert Squared - BBC Studios 2021 Series Director / Edit Producer** *Created first series*
- **Open House: The Great Sex Experiment - Firecracker Films 2021 Series Director** *Created first series, fixed rig & manned cameras*
- **How to Spend it Well at Christmas - RDF 2017,18,20 Series Director** *Created first series, and directed the following two series*
- **Handmade: Britain's Best Woodworker - Plimsoll Productions 2020, 2022 Series Director** *Created first series, asked back for series 2 and 3. Concept development, scheduling, location scouting, crew assembly, camera scripting, setting up visual shooting style and technical needs for the series - both for sound & vision, set design, technical location planning, budget management*
- **The Food We Love - Rock Oyster Media 2020/2021 Series Director**
- **Living on The Veg - Rock Oyster Media 2019 Series Director**
- **Ainsley's Mediterranean Cookbook - Rock Oyster Media 2019 Series Director** *Created series, travelogue/cooking show around Mediterranean*
- **Beautiful Bakes with Juliet Sear - Rock Oyster Media 2019 VT Director**
- **Ainsley's Caribbean Kitchen - Blue Marlin 2018 Series Director** *Award Winning, created series - travelogue/cooking show around the Caribbean*
- **The Big Family Cooking Showdown, Series 2 - Voltage TV 2018 Series Director** *Revamped set, shooting style*
- **How to Spend it Well - House & Garden - RDF 2018 Series Director** *Created first series*
- **Inside the London Fire Brigade - Mentorn TV 2017 Titles Director** *Titles design, helicopter shoot over London, interstitial creation*
- **James Martin's French Adventure - Blue Marlin 2016 Series Director** *Created series - travelogue/cooking show around France*
- **The Big Painting Challenge - BBC 2016 Series Director** *Revamp of set, shooting style*
- **James Martin's Christmas with Friends - Blue Marlin 2016 Series Director**
- **America's Busiest Cities, New York - BBC 2016 (filming in New York) Series Director**
- **Bake Off : The Professionals - Love Productions 2015 Series Director** *Created first series, asked back for series 7 and 8. Concept development, scheduling, location scouting, crew assembly, camera scripting, setting up visual shooting style and technical needs for the series - both for sound & vision, set design*
- **Footy Pups Series 1 & 2 - Dot to Dot Productions Director** *Working with CGI*
- **Rachel's Coastal Cooking - LSPTV 2015 Series Director** *Created series. Travelogue/cooking show around Ireland*
- **Heston's Recipe for Romance - Betty TV 2014 Studio Director**
- **The Big Eat - Sweet TV 2014 Studio Director**
- **12 Chefs of Christmas - Sweet TV 2014 Studio Director**
- **Great British Sewing Bee for Children in Need - Love 2014 Series Director**
- **Great British Sewing Bee Series 3 - Love Productions 2014 Series Director**

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SERIES DIRECTOR

WORK EXPERIENCE CONTINUED

- **Celebrity Bake Off for Sport Relief** - Love Productions 2013 **Studio Director**
- **Paul Hollywood's Pies & Puds** - Spun Gold TV 2013 **Series Director** *Created series, set design, shooting style, kit choice*
- **Andy Bates Brazilian Street Feasts** - Sweet TV 2013 **Director/Producer**
- **Rachel Allen's Everyday Kitchen** - Sweet TV 2013 **Director/Producer**
- **The Horsemeat Banquet** - Dragonfly TV 2013 **Series Director** *Created series, set design, shooting style, kit choice*
- **I'm A Celebrity Get Me Out Of Here Now!** - ITV2 2012 **Series Director (L)**
- **Let's Do Christmas with Gino & Mel** - ITV 2012 **Studio Director**
- **Great British Food Revival Series 2 & 3** - Outline Productions 2012 **Studio Director & Producer**
- **Rachel Allen's Cake Diaries** - Sweet TV **Series Director**
- **Saturday Cookbook** - Optomen **Series Director** *Created first series*
- **Kitchen Hero Series 2** - In Production **Studio Director/Producer**
- **Cookery School** - Redhouse TV **Series Producer/Series Director**
Created first series. Concept development, scheduling, location scouting, crew assembly, casting, camera scripting, setting up visual shooting style and technical needs for the series - both for sound & vision, set design, technical location planning, budget management, script writing, management of 8 x offline edit suites, v/o, online, grade, TX delivery
- **I Can Cook, Series 2 & 3** - Endemol **Director/Producer**
- **The Restaurant Series 3** - BBC **Series Director**
- **Deal or No Deal** - Endemol **Studio Director**
- **Great British Menu Series 2 & 3** - Optomen **Studio Director/Producer**
- **Food Poker** - Optomen **Series Director** *Created first series*
- **Market Kitchen** - Optomen **Studio Director (L)**
- **Britain's Next Top Model Series 5 & 6** - Thumbs Up **Producer/Director**
- **Undercover Coach** - Disney **Director/Producer**
- **Hell's Kitchen Series 1, 2, 3 & 4** - ITV **Fixed Rig Reality Director**
- **People's Cookbook Series 1 & 2** - Denhams **Series Director/Producer**
- **Food Uncut** - Prospect Pictures **Studio Director**
- **Local Food Heroes** - Denhams **Series Director/Producer**
- **Good Food Live** - Prospect Pictures **Studio Director (L)**
- **Smile** - Darrell McQueen **Studio Director (L)**
- **Big Brother's Little Brother Series 9** - Endemol **Studio Director**
- **The Nokia Green Room** - Whizz Kid TV **Fixed Rig Reality Director**
- **Big Brothers Big Mouth with Leigh Francis** - Endemol **Studio Director (L)**
- **Celebrity Big Brother's Big Mouth** - Endemol **Studio Director (L)**
- **24 Hours With....** - ITV **Studio Director**
- **Killer Shark Live** - Endemol **OB Director/Producer (L)**
Live natural history series from a boat in the Pacific Ocean surrounded by Great White sharks, underwater cameras in cages
- **The Big Roman Dig** - Wildfire **OB Director (L)**

EXTRAS

- Multi-Camera Directing Drama Course for EastEnders (offered an episode to direct in 2026)
- Multi-Camera Drama Directing Course - NFTS
- Shadowed Ep Director at Emmerdale & EastEnders
- AI Creative Intelligence Course
- AI for Copywriters and Creatives Course
- BAFTA & RTS Nominated
- Caribbean Tourism Award for Best TV Feature
- Format Consultant
- Worked with over 135 chefs
- Diploma in Journalism
- Masterclass in SEO
- TQUK in Event Planning
- Qualified Mediator and Conflict Resolution Coach
- Prince2 and Prince2 Agile Foundation and Practitioner Course
- Archer, axe/knife thrower and trainee campanologist