

JOE CARTER 1ST ASSISTANT DIRECTOR

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I have been working as a UK Based 1st AD since 2004. I have worked on more than 450 commercials at home and abroad. I am a member of the DGA.

UK, South Africa, Norway, Portugal, Sri Lanka, Italy, Qatar, Czech Republic, Hungary, Latvia, Jamaica, Ghana, Spain, UAE, Romania, Ireland, Saudi Arabia, Sweden, Netherlands, Croatia, Slovenia, Argentina, India, Chile, Lithuania, Mexico, France, Ukraine, Denmark, Serbia, China, Switzerland

Production Company	Director	Brand	Producer
Rogue Films	Sam Brown	O2	Emma Butterworth
	Sam Brown	HSBC	Emma Butterworth
	Sam Brown	Barnados	Emma Butterworth
	Sam Brown	HSBC	Emma Butterworth
	Sam Brown	BBC Strictly	Nell Jordan
	Sam Brown	Sky Sports	Nell Jordan
	Sam Brown	BBC Christmas	Nell Jordan
	Sam Brown	Lloyds	James Howland
	Sam Brown	Mars	James Howland
	Sam Brown	Temptations	James Howland
	Sam Brown	Virgin Media	James Howland
	Mark Jenkinson	Samsung	Tom Farley
	Marc Evans	Axa	Sophie Weldon
	Marc Evans	Natwest	Alice Rowbotham
	Chris Sweeney	Thomas Cook	Sophie Weldon
Kevin McDonald	Earth Trust	Alice Rowbotham	
Carnage	Sam Brown	Audi	James Howland
	Sam Brown	Range Rover	James Howland
	Mark Jenkinson	Shell	Maddy Easten
Rattling Stick	Andy McLeod	Paddy Power	Stuart Bentham
	Andy McLeod	McDonalds	Stuart Bentham
	Andy McLeod	Dominos	Stuart Bentham
	Andy McLeod	Virgin Money	Simon Sanderson
	Andy McLeod	TFL	Kirsty Dye
	Andy McLeod	McDonalds	Kirsty Dye
	Andy McLeod	Suzuki	Kirsty Dye
	Andy McLeod	The Sun	Kirsty Dye
	Andy McLeod	Kronenbourg	Kirsty Dye
	Andy McLeod	Volkswagen	Kirsty Dye
	Andy McLeod	Materssons	Kirsty Dye
	Andy McLeod	Paddy Power	Kirsty Dye
	Andy McLeod	Cesar	Kirsty Dye
	Andy McLeod	Richmond	Kirsty Dye
	Daniel Kleinman	Beagle Street	Johnnie Frankel
	Daniel Kleinman	Tesco	Johnnie Frankel
	Daniel Kleinman	Crunchy Nut	Stuart Bentham
	Daniel Kleinman	Specsavers	Johnny Frankel
	Daniel Kleinman	Intel	Johnnie Frankel
	Daniel Kleinman	Orange	Johnnie Frankel
	Ivan Bird	Sky	Lucy Sherwood
	Ivan Bird	Sky Sports	Angus Smith
	Pete Riski	Dogs Trust	Tess Mitchell
	Pete Riski	Mastercard	Kelly Spacey
	Pete Riski	Natwest	Kelly Spacey
	Pete Riski	McDonalds	Kelly Spacey
	Pete Riski	Nuffield Health	Kelly Spacey
	Austin Humphreys	Suzuki	Kirsty Dye
	Austin Humphreys	Red Cross	Kelly Spacey
	Sara Dunlop	RAF	Tess Mitchell
	Sara Dunlop	Kronenbourg	Stuart Bentham

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Park Pictures	Tom Tagholm	SAS	Fran Thompson
	Tom Tagholm	Thomson	Fran Thompson
	Tom Tagholm	BHF	Fran Thompson
	Tom Tagholm	3 Mobile	Fran Thompson
	Tom Tagholm	Lipton Tea	Nick Goldsmith
	300ML	Stella Artois	Richard Fenton
	Nathan Price	Esurance	Michaela Johnson
Independent	Gary Freedman	Ubisoft	Jacob Hyam
	Gary Freedman	Project Oxford	Chris McBride
	Johnny Hardstaff	Audi	Verity White
Stink	Martin Krejci	Koovs	Juliet Naylor
	Martin Krejci	Diet Coke	Juliet Naylor
	Martin Krejci	Homeaway	Juliet Naylor
	Martin Krejci	Smirnoff	Simon Eakhurst
	Martin Krejci	Lily	Ben Croker
	Martin Krejci	Lurpak	Louise Geoghan
	Martin Krejci	Guinness	Fraser Lawson
	Adam Berg	Nike	Ben Croker
	Ben Dawkins	Weetabix	Sam Levene
	Brian Lee Hughes	Mentos	Simon Eakhurst
	Neo	Frank	Fran Thompson
	Neo	Vodafone	Juliet Naylor
	Jones & Tino	Ikea	Simon Eakhurst
	Jones & Tino	Esso	Simon Eakhurst
Indio	Adam Berg	Volvo	Ben Croker
Smuggler	Chris Belman	Heinz	Clare Jones
	Guy Shermaldine	First Direct	Emma Butterworth
	Adam Berg	Lexus	Gustav Geldenhuys
	Jamie Rafn	Sainsbury's	Ray Leakey
	Jamie Rafn	Warburtons	Ray Leakey
	Jamie Rafn	GE	Ray Leakey
Knucklehead	Ciri Bunford	Microsoft	Jane Tredgett
	Ciri Bunford	HSBC	Tiernan Hanby
	Ciri Bunford	Dulux	Cressida Luxton
	Chris Hewitt	Eristoff	Matt Brown
	Chris Hewitt	Vodafone	Francis Mildmay-White
	Ben Gregor	Orsted	Tim Katz
	Ben Gregor	KFC	Francis Mildmay-White
	Ben Gregor	Flash	Tim Katz
	Ben Gregor	Mastercard	Francis Mildmay-White
	Charlie Crane	Douwe Egberts	Francis Mildmay-White
	Charlie Crane	Whiskers	TimKatz
	Tony Barry	Vodafone	Sara Cummins
	Tony Barry	Experian	Sara Cummins
	Tony Barry	McDonalds	Sara Cummins
	Peter Limberg	Lancome	Francis Mildmay-White
	Tom Munroe	Lancome	Francis Mildmay-White
	Lieven Van Baelen	Sky F1	Francis Mildmay-White
	Lieven Van Baelen	Capital One	Francis Mildmay-White
Riff Raff	MegaForce	BBC Sounds	Nick Goldsmith

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Blink	Adam Hashemi	Carlsberg	Fran Thompson
Some Such	Nick Gordon Nick Gordon	Boots EDF	Lucy Kelly Lucy Kelly
Gorgeous	Vince Squib	Premier League	Ciska Faulkner
Outsider	Ben Sedley Ben Sedley Ben Sedley Ben Sedley Ben Sedley Ric Cantor Jim Gilchrist Jim Gilchrist Jim Gilchrist	Vodafone Tesco Boots Flora Dutch COI Jordans Actimel Ford Lidl	Tex Travi Tex Travi Tec Travi Tex Travi Tex Travi Paul McPadden Tex Travi Tex Travi Tex Travi
Sonny	Tony Barry Tony Barry Tony Barry Guy Mainwaring	Birdseye Sainsbury's Experian Littlewoods	Cathy Green Jacob Madsen Sara Cummins Alice Grant
Moxie Pictures	Frank Todaro Frank Todaro Frank Todaro James Griffiths Richard Ayoade Big Red Button	Weetabix Expedia Vigosol Ladbrokes Citroen Virgin Holidays	Charlotte Woodhead Alicia Farren Alicia Farren Jess Ensor Jess Ensor Alicia Farren
Pulse	Helen Downing Helen Downing Helen Downing Helen Downing Helen Downing Helen Downing Helen Downing Helen Downing	Sainsburys Tesco M & S Nestle Carte D'Or Waitrose Genius Bread M & S	Lucy Kelly Lucy Kelly Lucy Kelly Mark Harbour Lucy Kelly Chris Harrison Chris Harrison John Banister
RSA	Nick Livesey Matt Kirkby Nick Livesey Jake Scott	Dyson Subway KFC Honda	Rupert Unwin Caspar Delaney Ewan Brown Ben Link
QI	John Lloyd John Lloyd John Lloyd	Crunchy Nut McCains Maltesers	Stephen Gash Stephen Gash Stephen Gash
Academy	Peter Cataneo Tony Barry Tony Barry Walter Stern	Sainsburys Sainsburys Birds Eye Paddy Power	Juliette Harris Jacob Madsen Jacob Madsen Juliette Harris
Believe Media	Hannah Heidrich Rory Kellerher Chris Saunders	Eon Crocs Hammerson	Ben Croker Simon Eakhurst Shabana Mansouri

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HLA	Simon Rattigan	EE	Mike Wells
	Simon Rattigan	McDonalds	Mark Harbour
	Simon Rattigan	Lurpak	Mark Harbour
	Jamie Rafn	Cadbury's	Mike Wells
	John Hardwick	Water Wipes	Paula Garr
	John Hardwick	Saga	Tim Daukes
Iconoclast	Paul Gore	Northern Trust	Fran Thomson
Hungry Man	Hank Perlman	EE	Joshua Goldstein
	Steve Bendelack	Cadbury's	Ben Link
	Richard Bullock	Turkish Airlines	Jack Beardsley
	Dave Laden	Cadbury's	Ben Roberts
	Richard Bullock	Omega	Jack Beardsley
Smith & Jones	Ulf Johansson	SNY	Philippa Thomas
	Ulf Johansson	Budweiser	Philippa Thomas
	Ulf Johansson	Cadburys	Philippa Thomas