

NATALIE LAMBERT | There Is Only Now Ltd

SENIOR PRODUCER / PROJECT MANAGER | London, UK

"Nat you are an unstoppable machine, if I had to choose someone to send back in time to kill the leader of the human rebels, I would totally choose you."

Chris Etches, TD & Founder of PI.Ai (2023)

OVERVIEW

I am an accomplished Creative Producer, Project and Delivery Manager with over 15 years experience overseeing the full lifecycle of diverse projects and campaigns in advertising. My expertise spans new tech, XR, AI, experiential and experimental media, digital platforms, social, games, apps, TV, radio, print and events. I thrive on delivering innovative, boundary-pushing solutions using creative technology, and have been successfully producing ambitious projects and immersive experiences to global audiences since 2010.

I excel at building trust, fostering collaboration, and maintaining strong relationships with teams, clients, suppliers and stakeholders. My proactive, solutions-oriented approach ensures successful outcomes across agencies, budgets and timelines of any scale. Notable achievements include pioneering one of the first ARVJ experiences.

EXPERIENCE

Senior Producer (Freelance), Aircards: June 2025 - Jan 2026

Full project cycle and client management of XR, CGI, 3D, physical activations, omnichannel campaigns and social.

- Red Bull: AR, VR and innovative research projects, including extensive production of social marketing material
- Invisionary Media interactive screens: Aircards R&D; project in collaboration with global client partners
- MINT x Snoop Dogg x BAYC Campaign: suite of CGI and AI video deliverables
- Philips Berlin Black Friday campaign, Christmas 2025

Director, Nemeta NFP: Jan 2024 - June 2025

Started a not-for-profit organisation focused on transforming heritage buildings across the UK into live/work art spaces and community arts activity. Project began in 2021 and is ongoing.

Exec Producer (Freelance), PI.Ai, London: June 2023 - Nov 2023

Snap and Kygo partnered to create a bespoke first-of-its-kind two-hour full-performance 360 AR show housed in a single Snap Lens, adaptable for multiple Kygo shows worldwide.

- £600k AR project with a tight three-month turnaround to first live show
- Full-cycle Snap AR production: stakeholder management, R&D/testing, live AR shows, event filming and AR comp reel
- Live production / ARVJ performance

Exec Producer (Freelance), Blippar, London: Jan 2022 - Feb 2023

Client and project management for global AR experiences for Fanta, Snickers, M&Ms, Skittles, Netflix, AT&T, Malibu, Walmart, Sony, Redbreast Whiskey, Honeycomb and Mountain Dew. Budgets £10k-£1m.

- M&Ms: interactive AR replica of the IRL M&Ms; Music Lounge at US festivals
- AT&T: retail and in-show AR experiences for Karol G's North America tour
- Netflix x Walmart: AR collaboration promoting Stranger Things Season 4

Senior Producer (Freelance), Acute Art, London: July-Dec 2021

Project / stakeholder management of KAWSPuffs XR Game: Reese's Puffs x KAWS collaboration. Partnership: Anomaly, General Mills & KAWS. Budget £350k. Bespoke WebGL, iOS and Android builds with significant R&D; and optimisation.

Head of Studio, Anything World, London: Jan 2020-Jul 2021

Deep-tech startup creating a no-code platform for interactive 3D experiences through AI. Set up the Studio and built Production and Development teams from scratch. Planning, oversight and delivery of Alpha & Beta SaaS platforms; pitching, fundraising, R&D, hiring, demos, partnerships and sales.

Freelance SPM, Wunderman Thompson, London: Oct 2019-Jan 2020

Managed complex UK-wide print deliverables for BT Communications and day-to-day creative digital deliverables for EE campaigns.

Freelance SPM, Possible/Mirum, London: Sept-Oct 2019

Creative development and production of print and DOOH for Facebook Privacy 1.0 and 2.0, including Privacy 2.0 film and stills shoot.

Freelance SAM, Caulder Moore, London: Feb-Sept 2019

Full-cycle production and client management of Hotter brand creative deliverables including TVC, radio and print across SS19, AW19 and SS20.

Freelance SAM/SPM, The Social Partners (Grey), London: Aug-Dec 2018

Managed social/digital content and campaigns for Grünenthal Corporate & Health, HSBC and Weber Grill.

Freelance SPM, Proximity, London: Jun-Aug 2018

Managed multiple EU third-party platforms for P&G, fast-turnover global product content/offers, localisation of the P&G content database and seasonal campaigns.

Freelance VR SAM/SPM, Kazendi, London: Dec 2016-Mar 2017

Managed full production cycle of HoloLens service solutions, short sprint prototypes and R&D; coordinated pitches and ideation workshops with stakeholders including Coty, SAG and Catapult.

Freelance Digital PM/AM, Omobono, London: Jun-Oct 2016

Planned/managed J&J; EMEA talent and acquisition social campaign; concepting, planning and production for J&J;'s first VR onboarding app.

Freelance Digital Producer/AM, FCB Inferno, London: Feb-Jun 2016

Managed integrated GetInGoFar Youth Employment Campaign across TV, OOH, DOOH and web; managed BMW digital and OOH banners for the 100-year anniversary.

Freelance PM/AM, Naked Communications, London: Aug-Dec 2015

Digital and TVC shoot production for eBay Fashion and eBay Christmas; planning and management of the 2016 Activia integrated campaign.

Freelance Producer/Account Manager, BMB Agency, London: Nov 2014-Jul 2015

Production/management of CMS websites for Fruit Bowl, Orchard House Foods and Pom-Bear; localisation and transcription for TUI campaigns.

Freelance Digital Delivery Manager, Cancer Research, London: Jun-Nov 2014

Central contact for Digital Delivery, scoping projects with senior stakeholders, line management of 17 Producers, and oversight/delivery of the new CRUK website.

Production Manager, Poke, London: May 2013-May 2014

Project managed social media campaigns and videos, microsites and digital banners; responsible for utilisation, hiring and studio delivery planning.

Studio Manager & Creative Services Manager, Preloaded, London: Dec 2010-May 2013

Oversaw studio deliverables from pitch to production; responsible for utilisation/scheduling and supporting producers to scope, plan and deliver.

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