

GABRIEL AGRANOFF

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PROFILE

Creative Producer and studio lead working across social, documentary and branded storytelling, developing original formats and leading international productions. I focus on narrative-led work that centres people, culture and lived experience, moving beyond surface-level content to create work that shifts perspective. Alongside this, I direct, shoot and edit independent films, experimenting with form and sound, working in Adobe Premiere and DaVinci Resolve.

EXPERIENCE

Beautiful Destinations

Senior Account Manager/Producer (Studio Lead - BD Originals)

2023 - present

I lead Beautiful Destinations Originals, BD's internal studio for original, narrative-led content, setting the creative and editorial direction across social-first and documentary work and developing formats spanning short-form through to mid-form film.

I commission and creatively oversee projects with a global network of creators, shaping work from development through to delivery

Alongside this, I lead production across international shoots, delivering high-volume, platform-specific social content across Instagram and YouTube, alongside mid-form documentary. I produce global branded campaigns for clients including Qatar Airways, Accor Hotels, American Express and Germany Tourism.

House of Greenland

Senior Account Manager

2022 - 2023

Led creative production and delivery across campaigns for Google, working across strategy, live-action production and editorial output.

Regularly presented work to senior stakeholders and contributed to the development of creative approaches across global campaigns

Notable projects include case studies for #IamRemarkable, a global Google Ads Creative Refresh and a number of Google Commerce films.

Hogarth Worldwide

Freelance Account Manager (Contract)

2021 - 2022

Worked across global campaigns for clients including the International Olympic Committee and Pernod Ricard, focusing on creative production, localisation and campaign delivery.

TVF Media

Account Manager

2017 - 2021

Managed and produced large-scale digital, print and video projects across international clients, leading creative teams and delivering campaigns end-to-end.

Produced and directed video shoots across the UK and Europe, while also leading business development, budgeting and forecasting.

Played a key role in bringing the division into profitability.

The British Council

English Language Teacher - Shijiazhuang, China

2017 - 2021

Taught English language to secondary school students in China managing multiple classes and adapting teaching approaches across different levels and learning styles.

EDUCATION

University College London

MA Ethnographic and Documentary Film - Distinction

2022

University of Cambridge

BA Hons English - 2.1

2016

Wilson's School

A Levels - A*AAB
GCSEs - 10 A*s, 1 A

2013

SELECTED WORK

Voices of the Galapagos

Co-writer/Director/Producer

Experimental short documentary structured as a musical symphony, using field recordings to shape rhythm and form. Conceived, commissioned and directed as an original BD project, filmed across multiple islands. Currently in post-production.

The Miniaturist of Jaipur

Commissioning Editor/Creative Producer

Short documentary following miniature artist Babu Lal Marotia, exploring his craft and tradition in Rajasthan. Developed for BD Originals with a restrained, observational approach.

Let's Go: Slovenia

Commissioning Editor/Creative Producer

Creator-led travel episode within the Let's Go series, redefining the format's tone and narrative approach. Commissioned and creatively produced, introducing a story-led structure that moves away from conventional montage-driven travel content.

Accor: From Dawn to Dusk

Creative Producer

Led production across multiple international shoots as part of a global campaign managing ongoing client relationships and complex multi-location delivery. Combined hands-on production with creative input to elevate individual shoots within a scalable framework.