Martin Sadofski (CV) latest.

**Martin Sadofski**

**Screenwriter | Content Producer| Head of Scripted development.**

**Introduction:**

An award-winning British-born writer, from in Bradford, Yorkshire, from a working-class Russian Jewish community. My work traverses multiple mediums and platforms from cinema to premium TV drama and documentary to platform-ready brand content. I write, produce, and liaise with global clients on projects from start to finish and have a wealth of experience on all aspects of pre-production, production, and post-production.

**Recent Work Includes:**

Created and wrote the three-part family drama, "Unfiltered," for BBC One (2023).

Spearheaded the thrilling 6-part drama, "The Trial," for ITVX, exploring a state-of-the-nation Jury trial (2023).

Innovated the true-crime Netflix drama/documentary series, "Bad Girlfriend" (2023).

Pioneered "Beyond A Joke," a feature documentary delving into cultural appropriation. (2022)

Shaped "Outsmarted," the mid-form Channel 4 Digital series spotlighting miraculous escapes from tormentors. (2023)

**Career Highlights:**

For BBC Studios scripted and developed a feature drama chronicling the life of musician Nick Drake. (2023)

My theatre play “Outside Of Heaven” about teenagers coming of age in a run-down seaside town debuted at the Royal Court Theatre London. I was writer in residence at the National Theatre. My theatre play ‘Nevermind’ about Kurt Cobain, played to full houses in London, NYC, and Toronto.

"Alastair Campbell Depression & Me" for BBC, nominated for the prestigious Grierson Award. (2020)

"Undercover in The Alt-Right" for Swedish State Television STV and Amazon Prime studios.

(2019)

Enlightened aspiring talents as a screenwriting instructor at renowned UK film schools. script Editor and script fixer at Miramax. (2013)

Cinema short drama Father’s Day about prostate cancer.  Starring Ray Winstone, John Simm and Charles Dance won a Cannes Lion and was shown on ITV. (2012)

**Brand Content:**

I have worked consistently with many of the leading advertising agencies (Publicis, Carat, M&C Saatchi, Dentsu, McgarryBowen, CAA Brand, Manning Gottlieb, OMD, and others.

Always with a strategic eye I understands the need for content that is platform specific and I can work both at B2B and B2C level. I’m hired to create head turning films that rise above the generic landfill content.

My work as a writer and producer includes –

2023, 4 X 60 seconds TV/Online spots for OKX. Funny studio-based ads for this global Crypto brand. CAA agency.

2022. Allianz – Working for CAA I created three films for the brand’s sponsorship of the English men and women’s rugby teams.

2021 – Mattel – Produced the TV spot fand online edits for a new Matchbox toy car. Spoofing overblown car commercials. CAA agency.

2023, 32 social media films for Mclaren. Featuring F1 driver Lando Norris. A mix of fun online interviews and games and a fashion shoot for the new Mclaren leisurewear. Agency CAA.

2021, Spirit Media produced a 30-second TV and online ad for Matchbox Cars, a project involving a complex studio macro shoot. The ad was created in collaboration with CAA. Similarly, for The Children's Trust, Toast TV crafted a website and social film featuring live action, drone shots, and animation for a charity supporting children with severe brain injuries.

In 2020, Coasthouse Productions worked on a film series with Liverpool FC players and manager Jurgen Klopp for AXA Insurance's sponsorship of the club. At the same time, Toast TV produced a live webinar for MG Motor to boost electric vehicle sales in 2021. Additionally, a campaign titled "RealMooncupUser" delivered in multiple languages featuring real users of Mooncup products expressing their satisfaction.

For Viridian Solar in 2020, training films were produced in multiple languages, catering to the European Solar company's needs.

2019, AXA Insurance collaborated with Silverfish Media on a campaign featuring actor John Simm and Coldplay for the Hope Not Hate charity.

Deutsche Bank's online and TV spots were handled by Flawless Media between 2013 and 2016, with a focus on showcasing the bank's strengths, including its presence in America. In 2016, VCCP and Toast TV created an advert and testimonial short films for Ancestry, aligned with the release of the film "Suffragette" starring Meryl Streep.

Trafalgar Travel's campaign in 2014-15, led by Coast Productions, centred on personal journeys of senior couples visiting France and Italy. This campaign became highly viewed content for the brand.

The range of projects continues with a series of films for HSBC (2012-13) highlighting the bank's support for small businesses, online tutorials for Canon (2008-2011) aimed at DSLR owners, and a film series for the Commonwealth Secretariat (2013-2016) to educate member states on global communications.

Othert older work includes various campaigns for brands like AXA Insurance, University of Greenwich, Reckitt Benckiser, Toyota, Johnson & Johnson (Clean & Clear brand), and Kellogg's Special K, each showcasing different creative strategies and media approaches.

**Drama:**

Scripted the impactful two-part BBC television drama "Blood & Peaches," a lens on the rise of the National Front in Bradford.

Conceived and penned three engaging comedy single dramas for BBC ONE: "The Hitch," "Your Mother Should Know," and "Come Fly With Me."

Wrote the acclaimed ITV film "Walking On The Moon," directed by Peter Kosminsky, rooted in real victim testimonies and accompanied by a Radiohead soundtrack.

Adapted my own award-winning Royal Court Theatre play into the feature film "Seamonsters," an exploration of teen struggles. Garnered accolades as the best foreign film at Nantes Film Festival and nominations at Raindance and Austin Film Festival.

**Other:**

Martin has worked consistently with many of the leading advertising agencies (Publicis, Carat, M&C Saatchi, Dentsu, McgarryBowen, Manning Gottlieb, OMD etc.)

Always with a strategic eye I understand the need for content that is platform specific and has distribution as part of its creative DNA. I works both at B2B and B2C level. I also have journalistic experience and have written for The Huffington Post, GQ and the Guardian.