

## Ellie Carter Ames

Creative Director

SGA Productions

Primary Location: United Kingdom

*Running for 1<sup>st</sup> term*

### Markets served:

- Asia
- Australia
- Europe
- Middle East
- North America
- The Caribbean

### Industry Experience:

- Brand Activations
- Casinos Hotels
- Cruise Lines
- Cultural Attractions
- Live Events



- Museums
- Other
- Retail
- Theme Parks
- Traveling Exhibits
- Zoos

### ABOUT THE APPLICANT:

Hello, I'm Ellie. I'm the Creative Director of SGA Productions and serve on the Senior Leadership Team for our parent company, MGA Group. Over the past two years SGA Productions has been a TEA member. I have been an active member of the TEA since then, and an avid follower of the TEA internationally for many years prior. I have followed the programmes and initiatives, which are core to the massive success of the TEA, such as the trips, events and platforms the TEA produces to provide a global voice of unity between the TEA's four divisions.

I love creating new and extraordinary experiences from concept to realisation, and I'm very lucky to have been the creative lead on many projects over the last 15+ years, for theme parks, attractions, heritage venues, live events, theatre and festivals.

I first joined SGA in 2010, since then we've worked extensively creating experiences for families and young people. I've worked on behalf of the world's biggest brands, maintaining often long-lasting relationships with clients such as Aardman, LEGOLAND Windsor and confectionery brands such as Haribo, Mentos and Chupa Chups.

My background is as a theatre producer, and as well as SGA I started an award-winning 'kids rave' brand and work as an Assistant Director on CBeebies live Christmas Shows for the BBC.

Career highlights as Creative Director include: three years of creating Orlando theme park content with theme park IPs (Orlando, LA, London), new attraction 'Aardman Presents: A Grand Experience' (Aardman, UK), live show 'Baby Shark & The Explorers' (Smart Study, South Korea), Wallace & Gromit's first live show 'All Hands On Deck' (P&O Cruises, The Caribbean & Mediterranean), Nickelodeon Hotels & Resorts: Slime Nights LIVE (Mexico) and creative consultancy for global markets including Universal Creative, Nickelodeon Experience Design, LEGOLAND, Aardman and TUI.

I am also on the board of directors of a charity, (soon to be a CIC) called Scary Little Girls, a UK production hub whose mission is to tell stories and promote characters which are little known, historically or culturally excluded. Scary Little Girls is supported by public money from the Arts Council, Heritage Lottery Fund and other annual grants enabling dozens of yearly productions operating out of London and Cornwall, with particular focus on matrifocal stories and prioritising cultural investment in rural areas of the UK. I have spearheaded several commercial opportunities now available to Scary Little Girls, enabling healthy connections and better opportunities for its practitioners.

Through my work with SLG, I hope to be a champion of the marginalised or unheard and want to give platforms to those who find society isn't welcoming, due to lack of opportunity or geographical and cultural exclusion.

### **VISION FOR THE TEA:**

I too believe that to bring together diverse creators, to share knowledge and collaborate, is fundamental to achieving progress within the experience industry we work hard for.

I have attended several TEA events (TEA Europe & Middle East Division) since SGA joined and always find them strengthening and inspiring. As a "young" and active member, I am totally inspired by talking with other TEA members and feel I have benefited directly from attending TEA events. In terms of forging new ideas, new diverse connections and new horizons.

I would love the opportunity to join the TEA International Board, to help ensure the continuing success of the TEA's global message and voice of unity. I would relish being part of a wider team and feel very lucky to work in such an international industry. I would love to absorb more knowledge still, in terms of the TEA's inner workings and help to shape and implement future initiatives. If I was asked about a specific goal, I would love to help the TEA continue with its endeavours of diversity and reaching out to other new members.

### **SKILLS AND CORE COMPETENCIES**

I've been working in our creative industries for 15+ years, with particular expertise in IP relationship building, theatrical production, live entertainment, themed entertainment, attraction design, blue sky ideation, creative consultancy, commercial strategy, business development, marketing, copy writing and script creation.

I feel that my approachable nature, confidence to act, dedication to hearing others and passion for our industry could shine through as part of the TEA's International Board. I feel that I would



champion the TEA's three super strategies, particularly within S1. To infuse creative spirit and innovation, S2. To have momentum for inclusion and S3. To build a unified community.

I also feel I have strong operational knowledge for existing initiatives, so would love to use those transferable skills by focussing on a tenure as a member of the TEA International Board.

Thank you for your time and consideration.





**Letter of Peer Endorsement**

FOR: Ellie Carter Ames

BY: Matt Kent

TEA Board Member

Eastern North America

*To whom it may concern,*

*I am writing to endorse and recommend Ellie Carter Ames for the role of International Board member of the Themed Entertainment Association. Since I have known Ellie, she has been a champion for the themed entertainment industry as a Creative Director for SGA Productions, a themed entertainment design agency based in London with deep ties to world-class IP owners including Aardman, Nickelodeon, and Universal Creative.*

*As SGA is owned by award winning PR agency MGA, capability to work with others on a global scale, and her understanding of how the industry works, is a testament to her ability to serve this board, if actively, with grace, and intent. She is a true strategic mind, and a peacekeeper with all of the qualities of someone that can handle this board seat accordingly with grace, a strategic mindset, and top efficiency. She has my highest recommendation.*

*Please feel free to reach out, as I am available for comment and questions as needed.*

*Matt Kent*

*VP, Business Development*

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