

MICHAEL PERCIVAL

Editor | Animatic Editor | Interviewer | AI / Hybrid Content

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PROFILE

Experienced broadcast and animation editor with a strong track record across factual entertainment, reality, comedy, children's and award-winning branded campaigns. Confident shaping story, tone and structure from early concept through animatic to final delivery. Recently focused on hybrid and AI-assisted pipelines for fast-turnaround creative, including music videos, spoof commercials and short-form social content.

CORE STRENGTHS

- Offline editing & story shaping (factual entertainment, reality, comedy)
- Animatic editing for animation and mixed-media campaigns
- Interview-led storytelling and contributor-driven narrative
- Collaborative workflow with directors, producers and creatives
- Fast-turnaround broadcast + social deliverables
- AI-assisted ideation and production workflows

TOOLS & PLATFORMS

- Avid Media Composer (Offline / Online)
- PremierPro
- Adobe CC
- Photoshop
- AI/Creative: Google Veo 3, MidJourney, ElevenLabs, Nano Banana
(plus workflow integration for short-form social outputs)

SELECTED RECENT & HIGHLIGHTED WORK

2025 COINBASE GLOBAL CAMPAIGN – 6 x animated stop-motion shorts

Role: Animatic Editor. Award-winning worldwide broadcast and social campaign.

Co-production with Aardman Animations.

2025 DANCING ON THE BEACH – AI Music Video for Elijah Bone

Created using Google Veo 3 and MidJourney for the band's upcoming single release.

2025 PORRIDGE – THE SECRET'S OUT – AI Spoof Commercial

Concept-driven short-form piece using Veo 3, MidJourney, Nano Banana and ElevenLabs.

2024 BBC "THINGS WE LOVE" CAMPAIGN – 6 x idents

Role: Key Interviewer + Animatic Editor.

Worked closely with Director Rich Webber from concept through to release.

Used across BBC broadcast and social platforms.

TELEVISION & STREAMING CREDITS (Selected)

FACTUAL ENTERTAINMENT / REALITY

- Wheeler Dealers: World Tour S1 – Offline edits (Italy, Poland, Australia)
EP: Neil Wilmer | Producer: Steve Bonser | Betty TV / Discovery
- Wheeler Dealers S18 – Offline
EP: Matt Litchfield | Series Producer: Steve Bonser | Betty TV / Discovery
- The Only Way Is Essex S29 – Christmas episodes (x2)
Lime Pictures / ITVbe
- Don't Tell the Bride: Revisited
EP: Mark Turnbull | Series Producer: Paul Tasker | Renegade / C4 / E4 / BBC Studios
- The Real Housewives of Cheshire
Monkey Kingdom
- Say Yes to the Dress (ITVbe / TLC / Discovery)
Series Director: Ben Bhatia | True North
- Kirstie's Homemade Christmas (2020)
Raise The Roof / Channel 4
- Supershoppers Christmas Special
Firecrest Films / Channel 4
- Village SOS
BBC Wales / BBC One
- Flog It!
BBC / BBC Two
- Escape to the Country (x4)
Talkback Thames / BBC Two
- Scrappers S1 Ep1
Liberty Bell Productions / BBC Two

DOCUMENTARY / OBS DOC

- Digging for Britain
Producer/Director: Louise Ord | Rare TV / BBC Two
- Britain's Benefit Tenants Ep3
Producer/Director: Louis Grover | IWC Media / Channel 4
- Britain's Refugee Children
Producer/Director: Ludo Graham | True Vision / Channel 4
- On Weir's Way with David Hayman
Producer/Director: David Street
- The Making of Me (3 x 60')
EP: Andrew Anderson | RDF / Channel 4
- Scrappers Ep1
Series Producer: Pip Banyard | Liberty Bell / BBC 1

COMEDY / ENTERTAINMENT

- Impractical Jokers (6 x 30')
Series Producer: Fiona White | Shed Media / Yalli / BBC Three
- Only an Excuse?
Series Producer: Rab Christie | The Comedy Unit / BBC Scotland
- Scotland's Football Jukebox
Series Producer: Rab Christie | The Comedy Unit / BBC Scotland
- Scot Squad: The Chief's Christmas Message
The Comedy Unit / BBC Scotland
- Scotland in a Day (1 x 30')
Director: Noddy Davidson | Channel 4
- Meet the Parents
EP: Lee Hupfield | Objective / E4
- Richard Hammond's Secret Service (Pilot)
Producer: Jake Cardew | Endemol / BBC One
- The Angel (VT inserts)
Series Producer: Kate Bates | TwoFour / Sky One
- Morgan Spurlock's New Britannia (VT inserts)
Thumbs Up / Sky Atlantic
- Flash Prank (2 x 30')
Splash Media / MTV UK
- The Magicians (VT inserts)
Shine / BBC One
- 8 Out of 10 Cats: Big Brother Special (VT inserts)

CHILDREN'S / ANIMATION

- Purple & Brown – Nickelodeon
Role: Series Animatic Editor + Voice of "Brown" + supporting characters.
- Shaun the Sheep (5 x 7')
Producer: Gareth Owen | Aardman / CBBC / BBC One
- Creature Comforts S2 (12 x 15') + Christmas Special
Director: Richard Golezowski | Aardman / ITV
- Creature Comforts USA
Director: Richard Golezowski | Aardman
- Maddie's Do You Know?
EP: Jim Ashley | 7 Wonder / CBBC
- Farm Camp (6 x 20')
Handle & Spout / CITV
- Incredible Ant (26 x 11")
2D action-adventure for international audiences (TX early 2020 in China)
- Animals Save the Planet
Producer: Gareth Owen | Aardman / Discovery
- 50 Outrageous Animal Facts
Producer/Director: Andrew Brown | Tigress / Discovery
- The Day I Met Attenborough
Stop-motion shorts from Aardman as part of David Attenborough's 90th celebrations.

SPORTS / EVENTS (ARCHIVE / VT / HIGHLIGHTS)

- Premier League Review Show (2009–2010 season)
- Football League Show – BBC One
- South Africa World Cup 2010 – IMG host broadcast
- Formula One Abu Dhabi 2010/2011 – Yas Circuit / FOM
- ATP Tennis Master Series – highlights/VTs/news packages

ADDITIONAL EXPERIENCE

- Saturday Kitchen (120')
Cactus TV / BBC One
- The Paul O'Grady Show S5 (VT inserts)
Olga TV / Channel 4
- Cirque de Célébrité (1 x 60')
Love Productions / Sky One
- Mission Beach USA (ITV2)
Rival Media / RTE
- Geordie Shore (1 x 60')
Lime Pictures / MTV

EDUCATION

BA Creative Writing/Drama

MA Diploma Film & TV Production

REFERENCES

Available on request.