



SAM ROFFEY 1ST ASSISTANT DIRECTOR

www.samroffey.co.uk



Based in London, Sam has over eight years’ experience as a 1st AD, working across scripted television, feature films, commercials, fashion, and music promos.

His credits include television projects for the BBC, ITV, Channel 4, Comedy Central, and NBC; independent films recognised at festivals including the Edinburgh International Film Festival and Raindance Film Festival; and commercial and fashion campaigns for global brands such as Nike, GAP, and Skittles. His music promo work includes collaborations with BRIT Award-winning artists such as Jungle, Foals, RAYE, and Fontaines D.C.

With over 400 shoot days as a 1st AD, Sam brings a calm, considered approach from pre-production through to production, adapting between different formats, scales, and working styles. He is a full member of ADG UK and BECTU, and a regular visiting tutor on the Assistant Directing & Floor Management course at the National Film & Television School (NFTS).

SCRIPTED TELEVISION | (SELECTED CREDITS)

CHANNEL + PROD CO.	PROJECT.	GENRE + EPS.	DIRECTOR.	PRODUCER.
BBC Lion TV	‘HORRIBLE SCIENCE’	TV Sketch Comedy (Post-Prod) Series 2	Paul Taylor	Matt Lamont Sophie Le Good
BBC Lion TV	‘HORRIBLE SCIENCE’	TV Sketch Comedy 15 x 30” Series 1	Paul Taylor Cein McGillicuddy	Matt Lamont Caroline Fisher
Channel 4 Fable Pictures	‘HULLRAISERS’	TV Comedy Drama 6 x 30” Series 2	Ian Fitzgibbon	Hannah Farrell Jessica Hodges
BBC Lion TV	‘HORRIBLE HISTORIES’	TV Sketch Comedy 8 x 30” Series 9	Gordon Anderson	Matt Lamont
Comedy Central Four8	‘DRUNK HISTORY: BLACK STORIES	TV Sketch Comedy 6 x 15” Series 1	Adjani Salmon Femi Oyeniran Stephane Alexandre	Stephane Alexandre

UNSCRIPTED TELEVISION | (SELECTED CREDITS)

CHANNEL + PROD CO.	PROJECT.	GENRE + EPS.	DIRECTOR.	PRODUCER.
BBC Studio Lambert	THE TRAITORS UK (Missions Unit AD)	TV Reality Entertainment 12 x 60” Series 4	Mark Drake	Richard Greenwood Juliet Cole
NBC Studio Lambert	THE TRAITORS US (Missions Unit AD)	TV Reality Entertainment 12 x 60” Series 4	Mark Drake	Richard Greenwood Juliet Cole

FILM | (SELECTED CREDITS)

PROD CO.	PROJECT.	GENRE + EPS.	DIRECTOR.	PRODUCER.
Village Films Northern Ireland Screen	MANDRAKE	Feature Film	Lynne Davison	Marie-Therese Mackle Paul Thomas
West One Entertainment	THE PUGILIST <i>Best British Film (Nominee)</i> <i>Edinburgh International Film Festival 2017</i>	Feature Film	Glen Kirby	Glen Kirby Jed Tune
Floodlight Pictures	THE GOLDEN WEST <i>Best Short Film (Winner)</i> <i>Raindance Film Festival 2023</i>	Short Film	Ross White Tom Berkeley	Jamie Tarr
National Film & Television School	THIS IS OURS <i>The Golden Egg (Winner)</i> <i>Reykjavik Film Festival 2023</i>	Short Film	Simon London	Cristina Isgro
National Film & Television School	BRUTAL <i>*Official Selection*</i> <i>Raindance Film Festival 2022</i>	Short Film	Jordan Chandler	Richard Priseman
Film 4 BFI	MY JEROME <i>SAG Indie (Winner)</i> <i>Holly Shorts Film Festival 2022</i>	Short Film	Adjani Salmon	Andre Fyffe
Haus Pictures	ONE SHOT <i>*Official Selection*</i> <i>Seattle Film Festival 2022</i>	Short Film	Robin Mason	Harri Kamalanathan
Hail Mary Pictures	ALGORITHM <i>*Official Selection*</i> <i>Galway Film Festival 2020</i>	Short Film	Edwina Casey	Lara Hickey Richard Bolger

COMMERCIALS | (SELECTED CREDITS)

PROD CO.	CLIENT	PROJECT	DIRECTOR.	PRODUCER.
Lad Bible Group	LAD BIBLE x ITV	‘Red Eye 2’	James Kayler	Danny Murray
Contentus Maximus	GAP (ft. TYLA)	‘Linen Moves’	Charlie Di Placido	Matthew Craig
The Vigilante Group	ONKEN (ft. PADDY McGUINESS)	‘Make Some ‘Me’ Time’	Peter Lydon	Ashley Whyte
McCann x RD Content	ARAMCO	‘Powered By How’	Shane Griffin	Rob Hill
My Eleanor	CARERS UK	‘Counts As Care’	Chris Chuky	Tony Longe



Prettybird	BBC i PLAYER	‘Like Nowhere Else’	Yousef Thami	Jake Parker
Burning Reel	SKITTLES	‘Squish me’	Henry Littlechild	Cal Gordon
Pelican Paris	HENNESSY XO (London Unit)	‘Happy Together’	Clément Balme	Grégoire Mwayembe
Irresistible Studios	ELF COSMETICS	‘Express Your Elf’	Charlotte Rutherford	Izzy Williams
Contentus Maximus	BOOZT.COM	‘Club Boozt’	Charlie Di Placido	Matthew Craig
BOOHOO Group	WALLIS UK	‘All About You’	Simon Emmett	Anthony Cassidy
Borderland	SNACKSY	‘Be Snacksy’	Dan French	Simon Frost
S3 Advertising	CLOGAU	‘Gift To Give’	Ben Woolf	Megan Hastings
Somesuch	PROSTATE CANCER UK <i>Bronze Lion (Winner) Cannes Lion 2023</i>	‘He’s The One’	Dan Emmerson	Maddy Perkins

FASHION | (SELECTED CREDITS)

PROD CO.	CLIENT	PROJECT	DIRECTOR.	PRODUCER.
Ultra Brand Studios	NIKE	‘Gift Greatness’	Connor Cunningham	James Bains
Contentus Maximus	GAP	‘Linen Moves’	Senta Simond	Matthew Craig
BOOHOO Group	WALLIS UK	‘All About You’	Simon Emmett	Anthony Cassidy
Irresistible Studios	ELF COSMETICS	‘Express Your Elf’	Charlotte Rutherford	Izzy Williams
Irresistible Studios	LADBROKES	‘Home of Play’	George Powell	Matthew Craig

MUSIC PROMO | (SELECTED CREDITS)

PROD CO.	ARTIST	PROJECT	DIRECTOR.	PRODUCER.
Up The Game	FOALS	‘Life is Yours’	Toby L	Katie Cooper
Contentus Maximus	JUNGLE	‘Good Times’	Charlie Di Placido	Matthew Craig
Agile	FONTAINES DC.	‘Roman Holiday’	Samuel Taylor	Jordi Estape
Prettybird	PALOMA FAITH	‘Monster’	Yousef Thami	Jake Parker
Island Records	RAYE	‘Love of Your Life’	Saorla Houston	Jordi Estape
Burning Reel	NINES	‘Clout’	Charlie Di Placido	Jorid Estape
Park Village	MIMI WEBB	‘Dumb Love’	Elliot Simpson	Katie Cooper
Creativs Label	KELVYN COLT	‘Rage’	Chris Chuky	Tony Longe
Common People	GREENTEA PENG	‘Revolution’	Melody Maker	Ramy Dance
Papaya	NAVOS	‘Believe Me’	Dan French	Pilar Muro
Stink	THE BIG MOON	‘Your Light’	Eoin Glaister	Rachel Bashford
Contentus Maximus	JUNGLE (Album Film)	‘Loving In Stereo’	Charlie Di Placido	Jordi Estape

SHOOT DAYS	400 + Shoot Days as 1st AD (2017 - Present)		
TECHNICAL SKILLS	Movie Magic Scheduling, Final Draft 11		
COUNTRIES WORKED IN	UK, Ireland, Italy, Barbados & United States.		
EXPERIENCED WORKING WITH	SPECIALIST PERSONNEL Intimacy Coordinators, Stunt Coordinators, Stunt Performers, Dance Choreographers, Armorers, Steadicam Operators, Water Safety Teams, Drone Operators, Chaperones, VFX & SFX Supervisors, Puppeteers, Horse Masters, Animal Wranglers.		
	ANIMALS Horses, Dogs, Macaques & Snakes		
	VFX Green/Blue Screen & Crowd Replacement		
	SFX Pyro, Fire & Rain FX, Smoke, Squibs, Firearms & Weaponry		
	MISC Remote Director, High Profile Talent, Large Crowds, Underwater Filming, Complex One-Shot Scenes, Car Chase Sequences, Boat Filming, Night Shoots, Multinational Shoots & Multi-Unit Shoots.		
BUDGET BANDS	Television: Band 2B: £850k<£2.0m per/hour		Feature Film: Band C1: £2.5m<£5m
SAFE MANAGEMENT	<ul style="list-style-type: none">- Emergency First Aid At Work Level 3 (VTQ).pdf- 1st Option H&S Passport Certificate.pdf- The Mark Milsome Foundation - Film & TV Online Safety Passport Course Certificate.pdf- Tackling Harassment & Bullying At Work Certificate.pdf- DBS Checked		
OTHER RELATED WORK	Visiting Assistant Directing Tutor (NFTS) (2021 - Present)		<div><div>NFTS</div><div>NATIONAL FILM AND TELEVISION SCHOOL</div></div>
MEMBERSHIPS	<div><div></div><div>Assistant Directors Guild UK</div><div></div></div>		

REFERENCES AVAILABLE ON REQUEST