

BAILEY SADLER

CREATIVE AI SYSTEMS LEAD | VIDEO, IMAGERY & AUTOMATION

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PROFILE

Creative AI specialist and filmmaker who builds production systems, creates the work they enable and helps teams adopt them. At Darts Corner, built the first in-house AI content engine and reduced a four-week external agency cycle to same-day delivery across 100+ projects. Combines creative direction, Python automation and hands-on production, with experience training teams and running 1M+ follower channels.

EXPERIENCE

AI Content Manager | Darts Corner | October 2025 - Present

- Built the company's first in-house AI content engine: 17 modular skills and 30+ Python tools spanning product imagery, advertising, AI characters, UGC and video production.
- Replaced a four-week external agency cycle with same-day in-house delivery, removing external production spend and shipping 100+ AI video and image projects.
- Created repeatable workflows for product imagery, a 40-template advertising generator, AI characters, UGC and video, with spend gates, realism review and 4K finishing.
- Designed and delivered a practical AI production workshop to 15 colleagues, while building internal tools, standards and guidance to support wider adoption; a second session is in planning.

Creative AI Producer, Project-Based | Capra Studio | December 2024 - July 2026

- Directed a flydubai AI brand film end to end, from concept and generation through edit, grade and delivery; the client valued the finished film at £25,000.
- Delivered project-based brand films, product-launch content and 4K campaign assets, owning the process from brief and script through generation, edit and final handover.

Snapchat Manager | LADbible Group | April 2024 - May 2025

- Managed channels with 1M+ followers and published 10-15 videos a week, regularly reaching 200,000-1,000,000+ views per video; used audience data, trends and AI-assisted editing to increase output.

Snapchat Editor & Video Editor | KOMI Group | January 2022 - April 2024

Produced high-volume branded video for Snapchat and TikTok, developing fast, repeatable editorial workflows.

Earlier Content Roles | Pension Partner; Denise Kelly Wellness | 2020 - 2021

Produced video, photography, campaign content and social strategy, including a 14-part training series.

SELECTED CREATIVE AI SYSTEMS PROJECT

- Designed and built a private end-to-end e-commerce creative production system spanning brand onboarding, campaign planning, image generation, automated validation, quality assurance, cost control and delivery.
- Built a local Next.js and TypeScript operator for products, campaigns, approvals and delivery, supported by automated testing.
- Applied the system to a live wellness brief that produced 89 approved campaign masters across five concepts while maintaining brand and product consistency.

CORE CAPABILITIES

Creative: Creative direction, AI filmmaking, generative imagery, Figma, concept development, scripting, storyboarding and prompt systems

Systems: Claude Code, Python, TypeScript, Next.js, FAL API, workflow automation, quality control, cost control and team training

AI Production: ComfyUI, Google Flow, Veo, Runway, Kling, Midjourney, Stable Diffusion and ElevenLabs

Post-Production: Adobe Premiere Pro, DaVinci Resolve and Photoshop

EDUCATION & CREDENTIALS

BA (Hons) Film Production, 2:1 | Solent University, 2016 - 2019

Google Cloud | Generative AI Fundamentals, Generative AI and Image Generation

Anthropic Academy | Claude and Claude Code, in progress