

## EXPERIENCE

### FREELANCE DIRECTOR • WWW.ELLEDIMOND.COM

2022

Freelance Director working within advertising. Specializing in social and branded content.

**Women's Aid** • Hurricane • In production  
**Pukka Tea 'Night Time'** • Aspect Film and Video • Social product campaign  
**PA Consulting 'Pret coffee subscription'** • Aspect Film and Video • Case study

### INHOUSE DIRECTOR • ASPECT FILM AND VIDEO

2020 - 2022

Inhouse Director working as a director and creative on a range of projects coming through the agency. Projects spanned B2B and B2C and included creative for social and branded content.

**All Tech 'Carbon neutral eggs'** • Documentary  
**Pukka Tea 'Vitamins and Supplements'** • Social campaign  
**Instax Evo** • Social and tutorial films  
**Instax 'Capture it all'** • Social and tutorial films  
**Pukka Tea 'Calm'** • Product social films  
**Instax Mini 40** • Social and tutorial films  
**Berry Brothers Gin** • Brand film and social films

### CREATIVE PRODUCER • ASPECT FILM AND VIDEO

2018 - 2020

Lead Creative Producer, producing large TVC campaigns both in the UK and overseas. Managing clearance and productions from pitch through to delivery.

**Pets Drugs Online** • TVC and social campaign  
**Pizza Express** • DRTV and Social campaign  
**Brita** • TVC and Social campaign  
**James Villa** • TVC and Social campaign  
**Shoosmiths** • Brand relaunch  
**Pukka Tea** • Brand film  
**Albelli 'Bonus Print'** • DRTV  
**Sunlife 'Equity Release'** • DRTV  
**Adidas TaylorMade** • Brand film

## FREELANCE CREATIVE PRODUCER

2015 - 2018

**Creative Producer** • Giggle  
**Producer** • Aspect Film and Video • Admiral WRU sponsorship viral  
**Producer** • Robert Lewellyn • Fully Charged show  
**Senior Production Manager** • Aspect Film and Video • Shangri-La  
**Creative** • Suited and Booted Studios • Truespeed  
**Art Director** • Aspect Film and Video • SlimmingWorld USA  
**Production Manager** • Tomorrow and Co • NFU More  
**Creative** • Suited and Booted Studios • Young Minds  
**Creative** • Suited and Booted Studios • Bath College

## PRODUCTION MANAGER • ASPECT FILM AND VIDEO

August 2013 - August 2015 • [www.aspectfilmandvideo.co.uk](http://www.aspectfilmandvideo.co.uk)

### RESPONSIBILITIES INCLUDED

- Production Manager on projects including large corporate digital campaigns, commercial TVC and corporate video projects.
- I was the main point of contact for clients from project conception through to final delivery
- I ensured projects ran smoothly, within the correct timeframe and on budget.
- Organised live actions shoots both in the UK and abroad.

### PROJECTS INCLUDED

- **NSPCC - 2014** Promotional video
- **PWC- 2014** Promotional video
- **Samsung #Smartmove- 2013** Online promotional campaign

## CREATIVE PRODUCER • SUITED AND BOOTED STUDIOS

January 2010 - AUGUST 2013 • [www.suitedandbooted.org](http://www.suitedandbooted.org)

## SKILLS

### CREATIVE SKILLS

- I have a broad base of creative skills, both artistic and practical.
- **Concept development** Research, brain storming, idea development
  - **Animation** Hand drawn, abstract, my short films have been nationally and internationally.
  - **Design** Mood board design, art direction.
  - **Illustration**
  - **Photography** (digital and film)

### COMPUTER PROGRAMS

I have an excellent general computer literacy, especially in the Mac operating system. **Synergist** (competent), **Adobe Premiere** (capable), **Adobe AfterEffects** (capable), **Stop Motion Pro** (capable), **Adobe Photoshop CS5** (competent), **Excel** (competent)

## EDUCATION AND TRAINING

- **BA Honours in Illustration and Animation - 2006** 1st Class Honours, University Of The West Of England.