

NOOMI YATES

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DIRECTOR / VIDEO CONTENT CREATOR / WRITER & STRATEGIST

Award winning writer and director specialising in online marketing content with a **strong moral compass**, my work uniquely pairs bold cinematic visuals with sensitive social issues.

With 11 years' experience directing short format video, commercials and campaign films for brands such as **Shelter**, **Nintendo**, **Universal**, **Bristol City Council** and more, I tell **emotionally impactful and visually engaging stories** that produce impressive results for my clients.

Having worked with a wide range of budgets across various platforms, I enjoy multi-tasking across multiple projects simultaneously and I perform well under pressure.

KEY ACHIEVEMENTS

- #Metoo inspired rock video "*Death of Silence*" for feminist girl band HAWXX's wins 4 awards in 2022: 2 wins **Best Rock Video** at the IMVA and Prague Music Video awards, **Best Music Video** at Monster Flicks and **Best Director** at Boden Music Video Festival
- Shelter Christmas campaign provided a **record breaking number of donations for Shelter**, with millions of views with the paid campaign and almost **75K organic views** on YouTube
- [InCamera](#) YouTube channel, whom I worked with as a content strategist and creative partner, generated 53K subs in their first 6 months, plus over a million hours of watchtime in their first 8 months. InCamera has since been featured on both Corridor Crew (5.6 Million subs) and on Tom Scott (5.1 million subs)

PROJECTS

CLIENT	AGENCY/ LABEL	MY ROLE	DOP	PROJECT TITLE	DATE
Temple Spring	Suited And Booted	Director	Tyron Porter	Temple Spring	April 2022
Gridserve	Hurricane Media	Writer & Producer	Simon Pinfield	E-Car Go!	March 2022
History Channel	Prometheus Pictures	Director/Producer	Andy Taylor	Mystery of King Arthur	March 2022
WFTV	EP:IK Pictures	Writer/ Director	Sarah Smither	Only Yourself To Blame	Jan 2022
Hawxx	JLJ	Director	Sarah Smither	Hologram	Dec 2021
Lego	Red Central	Producer	Tomoi Summers	A Day In The Life	Nov 2021
Hawxx	JLJ	Director/ Producer	Sarah Smither	Death of Silence	Oct 2021
Forge Design	Criss Cross	Director / Producer	Florence Pellecani	Know Your Power	Sept 2021
Bristol City Council	Suited and Booted	Director	Tyron Porter	Active Travel	Aug 2021

PROJECTS CONTINUED

CLIENT	AGENCY/ LABEL	MY ROLE	DOP	PROJECT TITLE	DATE
BBC	Calling The Shots	Producer	Jade Ayino	Carbon Copy	Feb 2021
Random Acts	Rapt	1st AD	Louis Blystad-Collins	Voodoo In My Heart	Nov 2020
Shelter	Hurricane Media	Director / Producer	Simon Pinfield	Give Home, Give Hope	Oct 2020
InCamera	InCamera	Writer/ Producer	Tommy Martin	InCamera TV	June 2020 - Dec 2021
Ben Steiner	Fox Searchlight	Designer / Editor	n/a	Worm Eater	May 2020
Wargaming	Fourth Floor	Director/ Producer	Dave Mackie	World of Tanks (covid interrupted)	Feb/ March 2020
Shelter	Hurricane Media	Producer	Alfred Thriolle	Sing For Shelter	Dec 2019
Shelter	Hurricane Media	Producer	Simon Pinfeld	Back To A Good Place	Oct 2019
Sykes Holiday Cottages	Hurricane Media	Producer	Tim Mattia	This Is Your Time	August - Dec 2019
Sega	Fourth Floor	Producer	Toufique Ali	Team Sonic Racing	April 2019
Deep Silver	Fourth Floor	Director	Toufique Ali	Metro Exodus IRL	Feb 2019
Black Moth	Universal	Director / Editor	n/a	Sisters of The Stone	Jan 2019
Nintendo	Fourth Floor	Director/ Producer	Toufique Ali	Labo UK Channel	Oct 2018 - March 2019
LTNT	Concord	Producer	Joshua Gaunt	Whitey	Sept 2018
Scholl	90 Seconds	Director	Joshua Gaunt	Light Legs	August 2018
Just Eat	90 Seconds	Director	Joshua Gaunt	Easy Peasy	June 2018

OTHER SKILLS

- Qualified covid-19 supervisor
- First-aid trained
- Equalities and diversity advocate

REFERENCES

Professional references are available upon request