

Curriculum Vitae

Award-winning and experienced filmmaker with high levels of skill in digital video production for both corporate and creative projects. Effectively blends a creative imagination, management skills and technical expertise to excel in digital media. Displays a strong ability in computer applications, photography and design. Professional, hard-working and reliable. Strong interpersonal skills with an outstanding reputation for teamwork. Excellent communicator, highly effective collaborator with a diverse client-colleague base.

WORK HISTORY

2016
to
Present

Producer / Director
Slinky Productions Ltd
Birmingham, UK

Producer / Director for 'Slinky Productions'. Manage a team of Assistant Directors, Production Coordinators, Camera Operators, Editors, Animators, Production Assistants and additional freelancers (when required) to produce a wide variety of video / animated content for the corporate clients.

Manage client relationships as the main point of contact for 'Slinky Productions' for the duration of a project. Produced projects both across the UK and internationally for companies of all sizes. Oversee the team to ensure a consistently high level of standard is achieved across the lifetime of a project. This covers:

- *Pre-production (planning meetings, logistical documents and schedules, storyboards etc.)*
- *Production (Direct and manage the production crew. Operate camera, lighting and sound equipment when necessary)*
- *Post-production (Direct edits, ensuring all projects are put through a strict quality control process before delivery, or going out live to public)*

Liaise with MD and Exec Producer to ensure all projects meet strict standards and agreed brief, keeping all projects within allocated time and on budget. Take calls and new enquiries, research new clients and assess whether they will be a good match for 'Slinky'. Establish project briefs, aims and objectives with new clients. Undertake conference calls, meetings and recces if required. Assist with setting budgets for projects and approving quotes.

2009
to
2016

Armoris Media Project Manager
Armoris Media – South Staffordshire College
Lichfield, UK

Project Manager of Armoris Media, a corporate video and digital media production company. Took on all aspects of the commercial and corporate media production from pre- to post-production. Travelled around the UK to meet and film clients or work on their projects. Took on all aspects of studio production work, including filming and keying for green screen. Managed projects and client relations; took on legal and production paper work. Worked on projects with local, national and international organisations and sub-contractors including Audible, Conversion Rate Experts, Dell and Skins. Certificate in DCSF Safeguarding Children, DSB checked.

Armoris Media also collaborates with South Staffordshire College to offer work experience to students on commercial projects as well as giving assistance on the major projects in their courses, including producing a feature film and running a film festival. Main duties and responsibilities included:

- *Directing shoots, conducting interviews, undertaking cinematography and camera operation for video projects, editing, lighting, recording sound, script writing, design, DVD menu production, VFX and motion graphics, colour grading.*
- *Taking on all aspects of commercial still photography work, including lighting and set up, photographing and digital editing.*
- *Instructing students in the techniques of filmmaking. Demonstrating the processes of creating corporate digital media and developing client relations.*
- *Producing content for screenings, presentations, as well as DVD and web based distribution.*
- *Engaging in a variety of different digital projects including stings, promos, informational video, client testimonials, training packages, as well as filming and projecting live events.*
- *Also participating in extra college activities including - supervisory staff member responsible for the students on trip to 'ECU Film Festival' in Paris 2011, Media students and staff 5-a-side football.*
- *Created a variety of online training content.*

Various

Freelance

*Edwards Media Group
Video Production, Design, Digital Media Lichfield*

- *Set up Edwards Media from scratch and established a wide client-base and a highly-regarded professional reputation*
- *Freelance Digital Film Production and Photography*
- *Design – Posters, Leaflets, Business Cards, Apparel*
- *National and international projects and clients (include: Dell, Conversion Rate Experts)*

SOFTWARE / SYSTEM SKILLS

Excellent attention to technical detail. High levels of competency in computer applications and ability to assimilate and develop new technological skills quickly. Outstanding in video production, design and word processing software. Highly proficient in the design and maintenance of social and digital media websites. Knowledgeable in the basics of web based language and code.

- *Mac and PC literate.*
- *Microsoft Office (Word, Excel, PowerPoint, Publisher, Outlook).*
- *Adobe Master Suite CC (Premiere Pro, After Effects, Photoshop, Encore, Media Encoder).*
- *Final Cut, Mocha, Soundtrackpro.*
- *Understand the principles of code (html5, css, JavaScript).*
- *Social Media and Web (Facebook, Twitter, YouTube, Vimeo, Wordpress), as well as podcasting platforms and hosting.*

TECHNICAL AND OPERATIONAL SKILLS

Demonstrate consistently distinguished performance and high operational skills of equipment and technology, particularly in the areas of digital media and filmmaking. Develop innovative solutions to problems, and communicate with confidence and effectiveness in a wide range of situations. Display a constant curiosity to improve and an ability to develop and gain new skills rapidly. Make effective use of hands-on learning.

- *Digital Video Production skills (Producing, Directing, Camera Operator, Editing, Lighting).*
- *Sound recording and design, music theory and editing.*
- *Paperwork and writing abilities (script writing, legal and production paper work).*
- *Outstanding people skills and communication abilities; acting, singing, presentation skills; performing in front of large audiences.*
- *Accomplished in using high-end high definition video and digital cameras.*

EDUCATION

2012
to
2013

Staffordshire University

Stafford

Awarded PTTLS Preparing to Teach in the Lifelong Learning Sector

2008
to
2011

Staffordshire University

Stafford

BSc Honours Film Production Technology (2:1)

- *Final Year Dissertation: An Investigation into Cinematography and Shot Composition.*
- *Achieved full marks in Final Year Portfolio project (practical film production and post production).*
- *Created award winning film "Blue Smoke" - Best Music Video (Inspire Film Festival).*
- *Studied digital filmmaking, cinematography, sound design, composing, Motion Graphics and postproduction.*

2008
to
2010

South Staffordshire College

Lichfield

Foundation Degree Film and Television Production, Technology and Management (with Merit)

- *Produced a full-length feature film.*
- *Successfully set up and ran the first Inspire Film Festival, (Lichfield's first film festival now continuing annually). Attracted celebratory industry professionals to collaborate. Including Oscar winning British Director of the film Amy (about Amy Winehouse) 'Asif Kapadia' and celebrated film critic 'Barry Norman'.*
- *Chaired student based media Production Company.*

1997
to
2004

Netherstowe High School

Lichfield

A levels in Drama (B) and Music (D), 10 GCSEs (2xA 4xB 4xC)

Introductory letter

I am natural leader with very strong interpersonal and social skills, and an outstanding reputation for teamwork. I love interacting and working with people from all backgrounds, and as an excellent communicator, I am a very effective collaborator with a diverse client-colleague base.

I thoroughly enjoy and excel in managerial positions, from personal man-management through to leading a team to deliver fantastic content quickly to meet tight deadlines (no matter the complexity or unique nature of the subject). A lot of my focus in these roles has been to set up and maintain project management systems that streamline workflows, ensuring high standards are preserved when delivering multiple projects, with a high number of deliverables, on quick turnarounds.

Having worked in the digital media and video production industry since 2008, I have gained a thorough understanding and expertise in creating dynamic content that is both engaging and effective, to guarantee it meets its required purpose.

Though this has predominantly taken the form of video production, I have had the pleasure of working for a highly diverse client base, each with their own aims and objectives, in a wide variety of projects. This has enabled me to produce a whole range of content throughout my career, including: educational and instructional content, training packages, PowerPoint slideshows and graphical presentations, animations, audiobooks, podcasts and audible content, charity films and corporate photographic stills.

A significant part of my career was initially based in the higher education sector for Staffordshire University and South Staffordshire College. Here I blended running a corporate business with producing materials for an education institution, alongside assisting in the instruction of students. This

has given me a valuable insight into the structures and sensibilities at play within an educational setting. This included knowledge of the various levels and parties likely to be involved, an appreciation for diversity and the need to tailor approaches to individual needs, and also working with young or vulnerable people.

Working at South Staffordshire College also helped me to understand the requirements of teaching and support staff. As an onsite digital media company I would engage with them to assist in the production of online teaching videos and content (be it for online courses or staff training). Working in corporate film production, the client base varied hugely and would require me to make content for allsorts of subjects (that could be very unusual or seen as uninteresting), the constant challenge I regularly enjoyed tackling was to ensure the final product would be both engaging and effective in delivering the desired message. I employed the same skills when working on these teaching projects, as they were predominantly long form, and the subjects could be very complex.

Having worked as an individual and in small teams in the early stages of my development, I moved to 'Slinky Productions' as Producer / Director in March 2016. Here I have added to my client communication, project management and content production skills, to also manage and direct a significantly larger team of core staff, made up of editors, animators, project co-ordinators, production assistants and interns. And for larger productions I would also direct all additional freelancers and subcontractors, from additional camera operators, sound mixers, runners and photographers, to ensure we maintained both the consistency and high quality of work for those particular projects.

As a manager I have not only tried to pass on my technical know-how and creativity, but also to understand the importance of finding how best to utilise individual roles within a team to work in synergy to achieve results. This has often meant encouraging individual creativity and ideas when appropriate, as well as conducting man management and maintaining team moral through difficult periods and tight deadlines.

In my freelance work I have also worked on various 'audio-only' projects, setting up temporary portable recording studios in a variety of locations to capture voiceover artists. From this I have produced audiobooks, several of which are available on Audible today. I have also set up podcasts, researching content, formats and the podcasting platforms/workflow. These include an Internet marketing podcast for Conversion Rate Experts, and 'Slinky Productions' video marketing podcast entitled 'Backlight'.

I have always prided myself on delivering high quality products and service, and have continued to maintain CPD throughout my career to ensure my skills and standards are up-to-date. However keeping the end goal in mind has always been key, and as producer I balance this to deliver projects within budgets and deadlines.

Personal Details

Extremely motivated and professional, integrates life experience and creativity with a technical know-how and driven work ethic. Works well under pressure and can be relied upon to meet schedules and tight deadlines. Highly experienced in managerial positions, and work effectively with others. Always maintains high standards in presentation and customer service. Fit and healthy, happy to knuckle down and 'get hands dirty' tackling both physical and mentally demanding challenges.

Background in drama and music, accomplished actor and singer, performed on national and international stages for large audiences. Spent a year travelling around the world. Taught children abroad developing creative projects and performance skills. Played the lead role in the double award winning show 'Jekyll and Hyde' at the Lichfield Garrick (2010) [NODA Best Musical, NODA Best Male Lead]. Capable guitarist, eclectic taste in arts and music including: jazz, folk, rock and metal, electronic and dance, and classical. Have a passionate love of all things film, with a particular taste for independent and world cinema.

Please find my portfolio at: www.edwardsmedia.co.uk



Eoin Edwards