



# ASHLEY READ

videographer & photographer



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## PERSONAL PROFILE

I'm a creative, passionate & productive individual who takes pride in everything I do. At the start of my career I was given the opportunity to have a year's intense camera/editing training with an award winning filmmaker. This laid the foundation for me to develop & evolve as a videographer. Working with a variety of clients on a range of projects I grew, becoming more & more experienced. Always pushing myself to better the expectations others had of me. I expanded my skill pallet, self-training in graphic design, motion graphics & photography. I'm nowhere near the person I want to be but am a keen learner & strive to always better myself.



## QUALIFICATIONS

- Apple Certification Final Cut Pro Level 1
- BTEC First: Arts Management
- BTEC National Diploma: Moving Image
- 12 A-C Grade GCSE



## EMPLOYMENT

### 2013 | GLENTHORNE HIGH SCHOOL

**Digital Media Technician** includes managing the departments edit suites & equipment. Assisting the development of student's concepts & skills. Aiding in the technological future proofing for the department, whilst supporting the wider school also on their video development.

### 2011-2012 | CREATIVE EDUCATION

**Head of Video Production** entailed developing & producing the companies educational video resources. These included training DVD's, course materials & company promos. I was responsible for all elements of a shoot, from location scouting & crew/talent booking to directing up to 5 man crews & editing.

### 2008-2010 | THE BRIT SCHOOL

**Digital Media Technician** includes managing a departmental budget, SAN based edit server, schools video equipment & edit facilities. Giving training in camera & editing technique.



## SKILLS

camera operating	● ● ● ● ● ● ● ● ● ●
editing	● ● ● ● ● ● ● ● ● ●
directing	● ● ● ● ● ● ● ● ● ●
producing	● ● ● ● ● ● ● ● ● ●
final cut studio	● ● ● ● ● ● ● ● ● ●
final cut pro x	● ● ● ● ● ● ● ● ● ●
adobe photoshop	● ● ● ● ● ● ● ● ● ●
adobe lightroom	● ● ● ● ● ● ● ● ● ●
adobe after effects	● ● ● ● ● ● ● ● ● ●



## CLIENTELE

- british phonographic industry (bpi)
- nestle purina
- brit awards limited
- nbc universal
- dawbell pr
- music matters
- creative education
- wonderful communications
- mayors thames festival
- classical brit awards
- brompton fountain children's charity
- england athletics
- brit school
- yieldify
- royal london society for blind people (rlsb)
- citroen
- crowne plaza hotels
- concert live
- turisimo de porto
- simone cowland trust
- vinopolis
- lexington communication
- chelci group
- sutton council



## REFERENCES

### Maggie Crowe - Director of Events BPI

BPI/Brit Awards  
tel: 020 7803 100  
email: maggie.crowe@bpi.co.uk

### Jamie Ndah - Managing Director

Wonderful Communications  
tel: 07956 546309  
email: jamie@wonderful.uk.com

### Tim Metcalfe - Head of Department

Glenthorne High School  
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### Briony Brooks - Assistant Director

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### Tom Hesmondhalgh - Operations Director

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