

# ASH SYKES // CURRICULUM VITAE

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I am a professional freelance Video Editor with over 5 years of industry experience, cutting a varied mix of social content, brand films and short documentaries for clients that have included Waitrose, Kellogg's, Citroen X Givenchy, Belstaff, Martini, Cyclone Promotions, Diabetes UK & WWF.

Whether editing from a loose brief or an established storyboard, I am proficient at every stage of the edit. I'm capable of breaking down rushes, sourcing additional footage, constructing engaging narratives, adding shot flow and rhythm, building soundtracks, enhancing colour and style, creating motion graphics and encoding to various export requirements. I regularly work across both large and small projects, with high shooting ratios or limited assets, international or local audiences. Alongside creatives, directors & producers I am able to quickly implement feedback, offer creative and technical solutions and ensure high quality, on-time delivery of final exports.

I'm a creative individual that seeks to be inspired and strives to be inspirational. I am continually developing my technique as an editor, working across all aspects of postproduction in order to deliver exceptional video content. It's my ambition to cut films that have an impact, working with beautiful footage and compelling narrative to challenge and excite an audience.

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## **BA Honours Degree**

London Metropolitan University 2014 - Film Studies (2:1 BA Hons)

## **A-Level Qualifications**

English Language (A), Media Studies (A), Sociology (B)

## **Software**

Premiere Pro, After Effects, Davinci Resolve, Audition, Media Encoder

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## **Freelance, London, April '18 - Present**

As a freelance video editor I am employed by agencies such as AMV BBDO, Ogilvy Social Labs and Weber Shandwick. I quickly adapt both my technical and interpersonal skills to suit my current environment, working with new people on a near daily basis. I regularly edit large, 'social first' campaign projects that require a suite of unique in-feed, pre-roll, and DOOH videos for differing targeted audiences, most notably for clients such as Quaker Oats, Martini and ASDA. My contracts are frequently extended and I often receive high praise for my work ethic and the high quality of the edits I produce.

## **Tinderflint, London, Oct '16 - Jan '18**

Tinderflint is an award winning production agency that transforms creative brand ambition into visual reality. My role was to produce both offline and online edits, from interview-led documentary shorts to quick turnaround, reactive social content. I was also responsible for data management and the creation of a formal postproduction workflow for the in house team and freelance editors. Tinderflint offered a great opportunity to work alongside a wide range of different directors and crew, producing films for clients that included Kellogg's, WWF, Waitrose & Rolls Royce.

## **Manifesto Digital, London, Jan '16 - Oct '16**

Manifesto is a digital agency that specialises in brand design, web build and online video content. I worked within the video team as an offline and online editor, further improving my abilities in post production. I frequently communicated with clients, including UNICEF and Citroen X Givenchy to help define brief specifications and implement feedback.

## **Creative Cherry, London, Sept '13 - Jan '16**

Cherry is a boutique creative agency that offers digital design alongside branded video content. I was primarily responsible for postproduction but also involved in script writing, storyboard design and second camera operation. I quickly developed my capability as an editor, working on corporate and commercial video projects, learning to colour grade and create motion graphics.

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