



ASLI UMUT

FILMMAKER

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Personal Statement

I'm a London based Filmmaker who has worked on a variety of projects for clients such as adidas, Westfield, Diageo and ASOS. I'm adept at working to a brief as well as creative leadership. My films have been screened in BAFTA qualifying film festivals and featured in VOGUE Italy, Dazed, It's Nice That and Guardian.

Experience

STUDIO ASBO | DIRECTOR (JAN '16 - PRESENT)

I run my own production company Studio ASBO with my partner, [Bora Demirbilek](#), specialising in creative direction in live action and animation respectively. Some of our clients include adidas, ASOS, Youtube, Spotify, Westfield, BBC, Sony and Amazon. We produce branded and editorial commissions, music videos, short fiction and documentaries.

My duties often include one or more of the following:

- Commissioning projects, conducting briefs, consulting and managing clients
- Producing shoots, sourcing and managing freelancers, budgeting, scheduling and hiring equipment
- Creative direction of the project from ideation to post production
- Either directing or shooting, editing and colour grading

SECRET LONDON AND FEVER | VIDEOGRAPHER-IN-CHIEF (Jul '17 - Jan '19)

At SL and Fever, I produced +300 videos creating Secret London's video portfolio from scratch. I evolved a distinct look and style and helped turn Secret London and Fever's video output to a marketable media package. We passed the +1.5M mark on FB and +500K on IG and generated +200K revenue from ticket sales through our video output only.

My duties here included:

- Working with agencies and brands to create bespoke visual content for social campaigns, often with an experiential activation
- Managing and overseeing the production of visual content from ideation to post production
- Researching and commissioning branded and editorial videos
- Evolving a distinct look and style, implementing new design and motion graphics on London and other English speaking cities' video outputs such as NY, LA, Ibiza and Manchester
- Overseeing the video schedule

- Onboarding and managing video team including freelancers
- Storyboarding, scriptwriting, scheduling, client management, filming and photography, copywriting, editing, colour grading, motion graphics
- Purchasing and hiring equipment for London and supervising other cities' video departments
- Casting talent and extras

ASOS | FREELANCE VIDEOGRAPHER (Jun '16 - Jul '17)

As part of a team of 50 freelancers and fulltimers, we each shot, edited and colour graded around 150 catwalk videos per day. We were in charge of directing models, communicating with photography studios and capturing and editing all items to the best quality.

SCREENCULT | FREELANCE EDITOR (MAR '17 - MAY '17)

Here, I worked with a team to edit internal Microsoft O365 Showcase launch promos for Kier Group, Yorkshire Water and Centric Software alongside event coverage, social media highlights and promos for New Entrepreneurs Foundation. Working closely with the design team, my job included combining live action rushes with motion graphics.

INTERNET ARCHIVE | DIGITISING SPECIALIST (SEPT '15 - JAN '16)

At Internet Archive, we digitised and uploaded various material to Internet Archive's database, an open source archive. In my time here, I photographed and digitised hundreds of decaying books and research material for Wellcome Trust's Biomedical Research Fund and National History Museum's Biodiversity Heritage Library. I was also a Beta tester (on Linux) working with the backend team on improving our software.

BARBICAN CENTRE | INTERN FILMMAKER (JUN '15 - JUL '15)

During Doug Aitken's *Station to Station*, I captured live concerts and performance art pieces, and was assistant editor to Austin Meredith, organising and syncing daily rushes.

SELF-EMPLOYED | CAMERA AND LIGHTING TRAINEE (SEPT '13 - JUL '15)

As a freelance filmmaker, I worked as a loader, 1st AC, spark and gaffer on sets for short films and music videos.

BILKENT UNIVERSITY | PART-TIME TEACHING ASSISTANT (FEB '12 - JUN '13)

As part of my scholarship scheme, I assisted and taught Basic Design, Foundation, Film History and Documentary Filmmaking. My role required me to support students in class, and assist them on technical issues, software programs as well as marking and supervising assignments and exams.

Education

LONDON FILM SCHOOL | MA FILMMAKING (SEPT '13 - JUL '16)

Distinction in Cinematography and Editing

BILKENT UNIVERSITY | MFA MEDIA AND DESIGN (SEPT '11 - JUL '13)

BILKENT UNIVERSITY | BA PHILOSOPHY AND FILM STUDIES (SEPT '11 - JUL '13)

Skills

Creative Direction

Producing

Camera Operating

Editing

Lighting

Motion Graphics Editing

Photography

Colour Grading

Scriptwriting

Knowledge

Premiere Pro

After Effects

Photoshop

InDesign

Audition

Avid

Final Cut Pro

Da Vinci Resolve

Pro Tools

Interests

Meditation

DJing

Piano & Synths

Analog photography

Yoga

Philosophy

Arthouse cinema

Literature