

# Darren Fisk

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After spending 15 years as a Versioning Artworker and being asked more frequently to create moving content, I decided to make the switch fully into video editing.

I was immediately thrown into large campaigns at Splash for Nike, adidas, Norwegian Air and many more, having to learn very quickly on the job.

I have recently decided to switch to freelance to increase my skill set and see how other studios work. I am also hoping that this switch will allow me more time at home with my son.

## **Day To Day Responsibilities Include:**

- Clocking
- Subtitles
- Language localisation (End cards, titles etc.)
- Creating content from static files to be used in social and OOH placements.
- Preparing files for broadcast and social media platforms
- Laying new audio tracks
- Sending final files to Broadcast (IMD, Honeycomb, Adtoox)

## **Software Skills**

- After Effects
- Premier Pro
- Media Encoder
- Photoshop
- Illustrator
- Indesign
- Muse

## **Highlights**

### **Nike: Breaking2 Live**

In April 2017 I was part of a small Splash team sent to Monza Italy to edit content for Nike's sub 2 hour marathon attempt. Working closely with Wieden+Kennedy Portland, the aim was to turn around a finished ad made of footage from the race and then to localise the files for 25 markets, for 3 possible outcomes, all within 2 hours of the athletes crossing the line. The 2 hour barrier wasn't broken, but the world record was and the ad went live within the 2 hour deadline in 25 markets.

### **Nike: Rio Olympics**

For the 2016 Rio Olympics, Nike had the opportunity takeover the Olympic games to celebrate the unlimited potential of a generation of athletes in only a four week period. Myself and a producer at Splash oversaw a small team where we produced 134 subtitled and localised films, 4 V/O recorded and dubbed TV, Cinema, and online in the space of 3 weeks. Resulting in over 125 million views online, 25 million TV and Cinema impressions in UK and Germany, 2.5 million clicks to [nike.com](http://nike.com) in western Europe alone.

## **Selection of Campaigns Worked On**

### **Nike**

- **Speedroom/The Switch** - (2016 European Football Championships, Social, TV, Cinema, OOH)
- **Babies/UNLIMITED** - (2016 Rio Olympics, Social, TV, Cinema)
- **Hypervenom** - (European football stadium takeovers OOH)

### **Adidas**

- **2017 Football Here To Create** (Social, TV, Cinema)
- **Believe Moments** - (Social, TV, Cinema)
- **Pogba** - (Social, TV, Cinema, OOH)

### **Babbel**

- **Tiny Whale and Messy Dress** (Social, TV)

### **Instagram**

- **"Stories"** (Over 200 deliverables, 15 Markets)

### **Other Brands**

- Norwegian Air
- Barrat Homes
- Norwegian Sea Food
- Van Cleef
- Jo Malone
- Parker Pens
- Graco
- Cartier
- Pokemon