

I O A N H O L L A N D

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RELEVANT EXPERIENCE

- 11/15 - Present **DANCERS OF DAYBREAKER, INCLUDING COLLABORATION WITH CLINIQUE**
Daybreaker is a morning dance movement, originating in New York and now spreading across the world. This project from Daybreaker makes profiles of creative visitors to Daybreaker and uses the video as content for sponsorship clients, such as Clinique. Watch by [CLICKING HERE](#) Password: dancingdream
- 01/15 - Present **PROMOTIONAL VIDEO CONTENT FOR DAYBREAKER, AND COLLABORATION WITH CLINIQUE**
I have produced content from several Daybreaker events for various use across their web and social networks, including the covering of events and video web headers.
- 09/15 - Present **PROMOTIONAL AND INFORMATIONAL CONTENT FOR THE HAPPY STARTUP**
Every year The Happy Startup run a summer camp for budding entrepreneurs and change-makers. I documented the event for a promotional video, interviewed speakers, and helped record talks. The content will be used across their public and private networks.
- 06/14 – 08/14 **PRODUCED FILM FOR BEST SELLING AUTHOR, MIKI AGRAWAL DO COOL SH*T**
Filmed and edited an online video designed as a call to action for people attend a business bootcamp in New York based on Miki Agrawal's bestselling motivational book, Do Cool Sh*t.
- 01/13 - 03/13 **MENTORED BY JUSTIN YOUNG, PREVIOUS SERIES PRODUCER OF HOLBY CITY**
Engendered a greater understanding of narrative structure, character development, and story arcs.
- 09/12 **ATTENDED SECOND LIGHT SCREENWRITING LAB**
A course funded by The Script Factory and the BFI, it furthered my understanding of narrative structure and industry operation.
- 01/12 – 08/12 **FILMMAKER OF ONLINE CONTENT FOR ZONE ONE RADIO**
Film various types of online videos for London Community Radio Station, Zone One Radio, including music performances, community projects and interviews with public figures, such as Boris Johnson and Lord Seb Coe.

OTHER RELEVANT EXPERIENCE

- 08/14 - Present **WRITER & DIRECTOR OF SHORT ANIMATED FILM 'CUMULUS'**
Writer and Director for short animated film currently in production.
Useful skills for a videographer: The film has been successfully funded through crowd funding - this was done by telling our story through video, which was produced by myself.
- 02/14 – 05/15 **HELPSDESK TECHNICIAN FOR ENDEMOL SHINE GROUP: Including Shine TV, Kudos, Brown Eyed Boy, Lovely Day, Tiger Aspect, Remarkable Television, Endemol Beyond**
Assisted with technical needs of offices in the Endemol Shine Group, and production companies in the UK.
Useful skills for a videographer: Used to working with different companies within a corporate group and attending to their individual needs.
- 09/14 - 04/15 **WRITER & DATA COORDINATOR FOR SHINE GROUP**
Wrote news pieces for news events and TV shows for the internal intranet of Shine Group and its associated companies.
Useful skills for a videographer: Helped my understanding of how various arms of a corporate group position themselves differently within the market and digital spaces, and how to use that best to display content.
- 01/15 - 10/15 **FOUNDER OF WRITEHEAR**
Founder of online platform for writing, WriteHear.
Useful skills for a videographer: Helped me to understand branding and digital, social, content, and email marketing to build a strong and loyal followership, and to communicate effectively with your market
- 05/12 – 02/14 **APPLE STORE RETAIL SPECIALIST**
Useful skills for a videographer: Dealing with a wide variety of tasks, working well under pressure, managing people, problem solving, team work with colleagues, working with people with a friendly and positive attitude.
- 06/13 – 11/13 **WRITER & DIRECTOR OF MICRO BUDGET FEATURE FILM 'COLOURED SNOW'**
Following the story of a widowed man convinced his wife is still alive. We follow his journey into despair and the quest to find the love of his life.
Useful skills for a videographer: Furthered my understanding of production timelines, working with actors and crew, scheduling, and the overall planning and strategy to achieve such a large feat on such a small budget.

EDUCATION

- 09/07 – 07/08 **ART FOUNDATION DIPLOMA, UNIVERSITY FOR THE CREATIVE ARTS**
Awarded merit. Attained knowledge in areas of fine art, media arts, fashion, graphic design and 3D design. Provides a good creative understanding from which to draw upon for inspiration and problem solving during filming.
- 09/08 – 07/11 **BSC GEOGRAPHY WITH SCIENCE COMMUNICATION, ROYAL HOLLOWAY, UNIVERSITY OF LONDON**
Awarded a first class in documentary filmmaking. Enabled and understanding of structuring a narrative and making film that engages audiences and tells stories. Provided experience in coordinating and communicating effectively with crew and talent.

References available on request.