

James Cray

Shooting Director - D.O.P - Editor

PROFILE

Documentary filmmaker who is part of a Multi-award winning team that has influenced social change through powerful storytelling.

Social Media has provided me the platform to clearly demonstrate my creative ability, which has been backed up by my ambitious, highly motivated and confident nature. Through self-development and innovative thinking I have applied my knowledge and first hand experiences to develop groundbreaking visual narratives.

Working within some of the biggest social publishers has taught me how to make stories engaging and sharable for the social generation.

CONTACT

Address	35 Waterslea Eccles MANCHESTER M30 0SR
D . O . B	19 / 05 / 93
Mobile	07917 443102
E m a i l	Info@jamescray.co.uk



www.vimeo.com/jamescray



[@jamescray](https://www.instagram.com/jamescray)



www.linkedin.com/in/jamescray-835154123

WWW.JAMESCRAY.CO.UK

EXPERIENCE

SOCIAL CHAIN

April 2019 - Current

SHOOTING DIRECTOR

- Direct, shoot, edit and develop creative treatments for commercial and editorial shoots, as well as shot lists and storyboards.
- Strong involvement in ideation of innovative concepts for each brand that maximise platform capabilities.
- Creatively define the mood, look and feel of long form series that will resonate with each brand and their audience.
- Manage shoots through creative direction of talent and staff.
- Visually drive the original video both in terms of style and structure, encouraging innovation within the Media Chain video team.

FOOTASYLUM

Jan 2019 - April 2019

VIDEOGRAPHER

- Develop and contribute to Ecommerce Videography through branded campaign videos.
- Work independently with art directors & stylists to develop video style across Footasylum.
- Produce video content with a range of different cameras and lighting equipment.
- Edit video content to a high standard within tight deadlines.

UNILAD

May 2016 - Dec 2018

VIDEOGRAPHER

- Directing, filming and editing engaging original content for the in-house video team.
- Creatively leading documentary projects from start to finish.
- Carrying out directorial tasks such as shot lists, location scouting and research.
- Created 60 documentaries and video features during my time at UNILAD amassing over 150 million views.
- Winner: 'Video Team of the Year' at the Digiday Awards 2018.
- Winner: 'Media Team of the Year' at the Marketing New Thinking Awards 2018.

EDUCATION

Leeds Arts University,
2013 - 2016

BA (Hons) Photography, 2:1

University for the Creative Arts, Maidstone,
2011-2012

Foundation Diploma in Art & Design, Merit

Holmesdale Technology College
2009-2011

A levels in Photography (B), Electronic engineering(A) and product design (A)

Holmesdale Technology college,
2007 – 2009

Ten GCSE's graded C or above

SKILLS

Adobe Lightroom	●●●●●●●●
Adobe Premier Pro	●●●●●●●●
Colour Grading	●●●●●●●●
Directing	●●●●●●●●
D.O.P.	●●●●●●●●
Editing	●●●●●●●●
Lighting	●●●●●●●●
Photography	●●●●●●●●

ACHIEVEMENTS

Selected for AON Community Art Award.

Image taken in the O2 Academy displayed on largest billboard in Leeds.

Exhibited in 'being there' exhibition coinciding with the British Art show.

REFERENCES

Sacha Khari - Group Director of Video UNILAD 07515352817

Adam Smith - Social Media Ops Manager UNILAD 07376055957