

# Michael Adjei

Email: [michael.adjei7@gmail.com](mailto:michael.adjei7@gmail.com)

Telephone: 07456069696

- A gifted videographer, editor and VFX artist.
- Video content creator for renowned brands such as Activia, Shell, Bayer and WaterAid.
- An Entrepreneur - Founding Zone 4, a video production brand with Music Videos, Short films, Documentary projects and Adventuro; a tech startup in the app space.
- Expertise in Adobe Premier Pro, After Effects, and Photoshop with projects spanning editing, VFX and Motion graphics.

## EDUCATION & QUALIFICATIONS

The University of Reading - BA Business Economics 2012 - 2015 | First Class honours

Beal High School 2011 - A levels: Spanish (B), Business (B), Psychology (B)

## WORK EXPERIENCE

**April 2018 - May 2018**

- Biowellness Ltd - Rebranding their company's image as they are launching their healthcare products in the UK market. Designed assets for their upcoming launch and exhibition.
- ResponseIQ - Two projects focusing on creating video content for both their brand video and their new product offering.

**January - February 2018**

- Eye London Opticians - Rebranded their image, architecting a new brand video, and photography campaign that focused on their heritage, and the back story behind their luxury frames.

**February 2018 - February 2018**

- Enrolled on a volunteering community programme in Rocinha, a favela based in Rio De Janeiro. Working with an educational based charity called Favela Phoenix, I served as the lead video director for their outreach programmes, that aimed to attract more sponsors.
- Whilst also on my travels ending in April, I self-funded an ambitious documentary series called Utopia, that spanned across 4 countries : Ethiopia, Brazil, Colombia and Cuba.

**Studio Editor, Mirum Agency ( WPP Network )**

July 2016 - Present

- **Shell** - Worked with them to launch their innovative diesel Shell V-Power, creating a Global Vox Pop series, for which I was the lead editor working with the team in South Africa.
- **Activia** - Created and edited video content for their global social media campaign 'Natural Beauty' - with reach across 42 markets.
- **XLS** - Part of the creative team that is repositioning their brand from functional products to lifestyle, creating a concept mood video for their website redesign.
- **Bayer** - Editing advertising video content centred around one of their brands called Bepanthen, with the campaign set to be rolled out across the digital platforms Facebook and Youtube.
- **Level Air** - for the launch of BA's new low cost airline, I was apart of the Mirum studio on set, creating a promotional video used for future pitch work.
- **Will Williams Meditation** - 360 degree live streaming for a client in the Mindfulness industry, shot on the London Eye, including a BTS video edit.
- Created a promotional campaign video working with **WaterAid** and **Mirum**, winning employee of the month as a result.

## Business Development/Intrapreneurship, Mirum

- Pitched and then brought to reality from scratch **Mirum Opus**, an event focused on Disruptive Innovation, attracting 300 people, which generated **£800k** in a New Business opportunities.
- I then created and edited a video of the the event. <https://www.youtube.com/watch?v=Zta-7qbWSyc>. Given the success of the London event, it has been replicated across the americas, with the event launching in San Diego. <https://mirumopus.com/>

## Founder and Executive Video Editor, Zone 4

August 2017 - Present

- Grown the company to 5 members, with talents reaching videography, editing, motion graphics, graphic design, scriptwriting, and digital strategy.

## Other Projects

February 2016 - March 2016

- **Nike + Complex magazine : London on Air** . Photography work selected to be apart of the Nike trainer VaporMax global campaign.
- Visual Memoirs of Morocco : A short for a social media influencer, creating travel video content for their social media campaign.

## Founder, Adventuro

June

2015 - 2017

- Spotted an **opportunity** to digitize storytelling content that connects people whilst traveling. Pitched the vision at ideafest, a business plan competition, paving the way to be a part of the at ALPHA Startups at **Web Summit**.
- Successfully liaised with mentors, award winning app development agencies and angel investors, to create a prototype.

## IDM Summer Marketing school

June

2015 - June 2015

- Innovatively solved and pitched a creative brief (Dove Campaign for women aged 18-25) set by **Havas Helia**. **Skill sets were strengthened in pitching, content creation, media planning and digital campaign strategy.**

## Student Ambassador

Jan 2015 - March 2015

- Excellent skills in Sales, negotiation and persuasion, raising **£8,000** in just a six week campaign ranging from Alumni students, right through to charity donors and fundraisers.

## AIASEC (Student Organisation that develops global youth and business leadership)

October 2013-Sept 2014

- **Vice President, President** of Marketing and Communications
- Successfully **managed** and led a team of **5**, devising and delivering campaigns, whilst selling AIASEC packages to **multi-national** companies.

## Interests/Passions/Skills

- A very proficient **Videographer** and **Editor** with A strong skill set developed in **Adobe Premier Pro, Adobe After Effects** and **Adobe Photoshop**.
- Bi-lingual, I have been learning Spanish for 6 years, and recently picked up the basics of Brazilian Portuguese.
- Passionate about travel with recent journeys to South East Asia and South America.