Tom Farthing

KEY SKILLS AND EXPERIENCE

- Over 10 years experience in media production working for trusted brands, broadcasters and making videos for the biggest social media brand in the world
- Produced videos with over 40 million views on social media including multiple Facebook live videos
- One man band of digital production; In the past couple of years I have taken on many roles as a producer, cameraman, editor, journalist, designer, animator, project manager, client liaison and social media manager
- Over 4 years managing large video teams and broad digital projects
- Proven track record of creative and forward thinking work created the first 360 video for the BFI

RELEVANT EMPLOYMENT:

Freelance

Video Editor / Producer / Cameraman

Jan 2019 - Current

Fandom

Video Producer

August 2017 - Jan 2019

Responsibilities:

- Produce, shoot, and edit various video features on a daily basis
- Pilot a new show each month to test viability
- Maintain expert-level status by staying up to date on current pop culture news (movies, TV, games, etc.)
- Work with sales and social teams to create custom content

Achievements:

- In the last year at Wikia / Fandom 11 out of the top 20 best performing videos were created by me
- Covered multiple conventions on site (PGW, Gamescom) as well as remotely (E3, Comic-Con)
- Piloted and produced Fandom's most successful show

UNILAD

Video Production Manager

December 2016 - August 2017

Responsibilities:

- Direct management of 15 video team members and ensured freelancer cover when needed
- Communicate and assign creative assignments to teams
- Lead creative sessions for commercial and original video ideas
- Forecast cost for each project and ensure it stays on budget

Achievements:

- Created a video production schedule where none existed
- Built video team from 3 to 15
- Increased video production cycle from one per week to four
- Managed videos with over 40 million views including multiple Facebook live videos

The Financial Times

Digital Production Manager

December 2012 - December 2016

Responsibilities:

- Curate and create innovative video content for The Financial Times brands
- Manage the work and development of two team members
- Act as a producer, cameraman and editor for video shoots
- Manage agencies and freelancers working on my projects

Achievements:

- Created animated adverts broadcast on CNN and CNBC
- Designed video template for all social media activity
- · Conceived new video series for all brands and created
 - all design materials
- Managed external client projects with budget of £90,000

CSC Media

Editor

October 2010 - December 2012

Responsibilities:

Achievements:

- Work with brand managers to create innovative content for our youth, music and movie channels on SKY TV
- Edit for compliance / channel branding / OFCOM guidelines
- Set up original YouTube accounts
- In charge of archiving all media assets
- Managed intern up to junior editor level

EDUCATION

Degree in Media Theory and Production B.A. – Specialism in Radio Production

Upper Second Class Honours from Westminster University

TECHNOLOGICAL SKILLS

Equipment: Can use all Canon, Sony and Panasonic DSLRs or professional cameras, comfortable using most lights and mics **Software:** Premier Pro, Final Cut, After Effects, Audition, Photoshop, Indesign, Illustrator

Web Skills: HTML coding, Dreamweaver, Adobe Muse, WordPress, YouTube channel management, Facebook advertising, Google AdWords and Brightcove

REFERENCES UPON REQUEST