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KEY SKILLS

- Video editing - short and long form
- Audio recording/editing/mixing
- Video Production
- Videographer
- Location production
- Event coverage
- Editorial copywriting
- Music Production
- Sample commissioning
- YouTube channel management
- SEO
- Understanding Editorial context
- YouTube Certified in Audience development

EMPLOYMENT

Future is a multi-format international digital publishing company based in the city of Bath, UK that specialises in niche consumer titles. Future Music is a Print, iOS Newstand and web based music production magazine that has a 20 year history.

Senior Video Editor, Music Division

Future PLC

July 2014 - Feb 2016

After re-structure at Future my role as senior video editor was focused on more overall projects for the whole of Future's Music Division with the primary objective of commercial partnership videos. This included the filming and editing of a 12 part series on location for a music software company and producing monthly videos for Future Music Magazines covermount DVD.

Senior Video Editor / Channel Manager - Future Music Magazine YouTube Channel

Future PLC

September 2013 – June 2014

Created a team to work exclusively on creating new formats for the YouTube channel. Working with a producer and junior editor we developed a schedule of 3 exclusive shows per week that was extended to 13 a month with the addition of the production of a commercial partnership video series. These videos were all location based requiring travel across Europe and the USA.

At the initial stage of this role I had to create an entire workflow and best practice for filming, editing and data management that would allow us to produce and upload over 4 hours of programming every 5 days (all multiple camera shoots). I also had to equip the team using a very small budget and the restrictions of modern budget air travel to enable us to work on the road as well as in the office.

Over the 10 month period we developed and launched 6 different shows with the channel achieving over 20 million views, over 200k subscribers and a current total of over 188 years worth of video watched.

- Working in a very small 3 person production team
- Making 3 shows a week, with each format a product of a highly efficient production model
- Creating and implementing best practice for location filming, editing and large volume data management in a small production team.
- Identifying, researching and selecting best options in equipment purchases for location video production based on very restrictive travel, time and budget requirements.
- Creating multiple show formats designed for a growing, targeted You Tube audience.
- Filming and editing content on location
- Recording and mixing audio,
- Designing graphics/motion graphics,
- Photography,
- SEO, associated social media (Twitter/Facebook/Google +) promotion
- Developed SEO strategy based on audience wants and needs identifying key aspects of their consumption while balancing very tight budgets and time constraints

- Creating formats and videos for Commercial partnerships that allow the client to target their demographic within our audience through discrete advertising and branding.
- YouTube certified in Audience Growth
- Managing and training junior editor

Future Music Magazine DVD Editor

Future PLC

June 2001 – September 2013

Member of a small print magazine team, involved in all aspects of the production including contributing to the written content as well as the social media, with my main responsibility being the production of the covermount CD/DVD (inc Master for Duplication) and its contents every 14 days. This job eventually evolved into having to film and edit videos for inclusion on the DVD each month as the main feature and also creating promotional trailers for social media use.

- Commissioning, managing and editorializing exclusive sample content every 14 days
- Managing Remix competitions including listening to entries and choosing winners and providing written reviews.
- Reviewing Reader Demo music and providing written feedback for every submission and choosing top 10 each month.
- Managing rights contracts for Reader submitted music
- Providing MCPS breakdowns of all media
- Writing 4 editorial pages every 14 days on the cover mount content.
- Filming and editing In The Studio With videos, Recording Studio profiles and other video content.
- Writing 8 page interviews with Artist to accompany video feature Ready, Steady Mix.
- Writing Album reviews
- Writing sample pack reviews
- Producing Multi part tutorial videos
- Producing interactive CD Rom and DVD Rom interfaces.
- Producing CD Rom and DVD Rom masters for Duplication including testing.
- Managed Future Music YouTube channel uploading content and providing SEO
- Creating monthly promotional videos for the video content of the magazine
- Testing and producing video for the Apple newsstand version of the magazine

Web Editor 3D World Magazine

Future PLC

November 2000 – April 2001

Designed, launched and ran the website that accompanied the monthly print magazine.

- Designed and launched website for Leading 3D graphics magazine

- Updated content Daily with news, tutorials and downloads including re-purposing magazine content.

Freelance sound designer

April 2000 - October 2000

Created monthly audio sample content for Computer Music Magazine and various websites.

EDUCATION

- Bath Spa University, BA Hons Fine Art (Sound and Image), 2.1 1995 - 1998
- East Surrey Art College, Reigate, Surrey , Foundation in Art, 1994- 1995

My degree and the skills and experience that I gained whilst completing it gave me exactly the skill set that I needed to enable me to pursue my career. My Fine Art degree taught me the ability to be self motivated and plan and complete projects along with the ability to absorb and re-interpret ideas and influences.

Technical Skills

- Final Cut Studio Pro X
- Motion
- PhotoShop
- Multi camera Location filming (Canon 5DMkIII, C100, Atmos Ninja, GoPro)
- Audio mixing
- Editing
- Ableton
- Logic Pro
- Re-purposing/editing content for selected platforms
- DVD authoring
- Video format conversions
- Composing
- Commissioning content
- Data management

Key Achievements:

- Commissioned and managed the exclusive sample collections on the CD and DVD for 12 years for Future Music magazine
- Managed a joint Sample player project with Native Instruments including programming aspects
- Co-created the 'In The Studio With' video format for Future Music magazine
- Developed and produced interactive 'in software' tutorials for Ableton Live Special for Computer Music specials magazine

- Devised and produced a top 10 synths video promotion for Computer Music Specials magazine as part of their editorial promotion campaign
- Devised and produced a monthly promotional video format for Future Music
- Created and produced 1-2 hours video content every 16 days for 5 years for Future Music magazine
- Raised the profile and importance of video content in the magazine.
- Managed the Youtube channel to currently the company's highest subscribed channel
- Devised re-purposing content formats for Future Music Youtube channel

Other:

Musical Director of Stereophonic Circus

Co-created and performed musical score to accompany Circus skills based show.

Performances of this show included Glastonbury Festival Theatre Circus Big top Headline act 2004, Brighton Circus Festival, 360 Lost Vagueness, Shamballa Festival.

Audio Installations:

Paradise Gardens - Bath fringe festival - created audio soundtrack for site specific installation in Paradise Gardens, Holburn Museum.

Inner Maschine

Co-created soundtrack for Visual performance at Machinista International Arts and Technology Festival, The Arches, Glasgow

Magic Lantern

Visual installations and bespoke creations for various music events