



## Work experience

### Ninety One

Multimedia Specialist

Dec 2021 - Present

- **Designed and Fitted In-House Studio:** Led the design and implementation of an in-house studio, enhancing the production quality and efficiency of multimedia projects.
- **Creative Lead on Major Digital Campaigns:** Directed the creative process for several high-impact digital campaigns, contributing to increased brand visibility and engagement.
- **Increased Video Content Views:** Successfully boosted views on video content by over 300% through strategic content planning and audience targeting.
- **Enhanced Podcast Watch Time:** Achieved an increase in podcast watch time by over 100%, improving audience retention and engagement.
- **Managed Creative for Large Live Events:** Oversaw creative direction for large live events, ensuring seamless execution and high-quality multimedia content.

### ZOE

Senior Content Producer: Design & Video

Mar 2021 - Dec 2021

- **Established and Managed YouTube Channel:** Established and grew ZOE's YouTube channel, resulting in over 200,000 subscribers and 1.6 million monthly views.
- **Produced High-Impact Crowdfunding Video:** Created a crowdfunding video that secured over £7,000,000 in investment, significantly contributing to the company's financial growth.
- **Award-Winning Campaigns:** Led multimedia projects that earned ZOE two Drum Awards, recognizing excellence in digital marketing and content creation.
- **Top-Ranked Health Podcast:** Contributed to the production of ZOE's podcast, which became the #1 health podcast in the UK, increasing audience engagement and brand authority.

### Nuffield Health

Content Production Manager | Video Content Producer

Mar 2015 - Mar 2021

- **Launched Remote Workout Streaming Platform:** Set up a streaming platform with over 400 workouts, resulting in an estimated 20% reduction in gym users ending their memberships.
- **Boosted YouTube Engagement:** Established Nuffield Health as an industry leader in health and fitness content, achieving over 12,000,000 YouTube views annually.
- **Designed and Optimized Film Studio:** Designed and managed the in-house film studio, improving the quality and efficiency of video production.
- **Led Multimedia Production for TV and OOH Campaigns:** Directed multimedia production efforts for television and out-of-home campaigns, enhancing brand visibility and engagement.

## Key competencies

### Software & Camera Systems

- **Adobe Creative Cloud:** Premiere, After Effects, Photoshop, Illustrator, InDesign, Audition | **Office:** Teams, Outlook, Word, PowerPoint, Excel | **Other:** DaVinci Resolve, Figma, OBS, Cinema 4D, Soundly, Midjourney, ElevenLabs, Runway GEN-2, Frame.io.
- **RED:** Epic, Helium, Raptor, Komodo | **ARRI:** Alexa Classic/Mini/LF/35 | **Sony:** Venice, FS7, FX6, FX9, FX3, Burano | **Blackmagic:** URSA 4.6K/12K, Pocket Cinema 6K | **Canon:** C100/200/300/400/500, C70.

## Education

### University of Surrey

Film Studies (BA Hons) | 2:1 (3.6 GPA)

Sep 2009 - Jul 2013