

CHARLIE LAWRENCE PENNELL

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Showreel & Portfolio: <http://charliepennellproductions.com/video>

KEY SKILLS:

- 7 Years of professional Video Editing & digital content creation experience
- Intuitive & mastered use of Adobe CC Suite; *Premiere Pro, After Effects, Photoshop, Lightroom & InDesign*
- Senior-level skills & creative vision in:
 - *Video Editing, Colour-Grading, Filming/Directing, Motion Graphics & Compliance/Re-Versioning*
- Natural ability with visual storytelling, producing video/design, typography & illustration
- Adeptness with DSLR Cameras; *Canon 70D* & professional Canon/Sony video cameras
- First-class time management, organisational & prioritisation skills
- Proven brand design/identity guideline understanding; for notable global & national operations
- Delivered video content in professional workflows & fast-paced industry environments to meet any deadline
- Innate capacity to develop and execute creative ideas throughout all media forms
- Collaborative workflow executing briefs and planning content through to completion & delivery of the highest standard
- Confident running the entire production process and managing project budget
- Broad experience overseeing/supporting staff, delegating tasks & influencing team creativity
- Experience constructing, creative thinking and delivering promotional campaigns, including paid social media marketing
- Excellent comprehension of all Social Media platforms; *YouTube, Instagram, Facebook, Twitter, Tik Tok* and more
- Experienced in video formatting, encoding and exporting for digital outputs & social media:
 - *Instagram stories/posts, YouTube & Facebook video, film and brand content*
- Strategic and pioneering mindset with social/video trends by researching current/emerging global trends to keep innovating
- Strong knowledge and skill with all technical video & sound equipment; *Sourcing, Setting up, Troubleshooting & Maintenance*
- Professional audio mix & mastering skillset with advanced comprehension of *Avid Pro Tools & Logic Pro*
- Multiple IMDb credits; *Cinematography, Editing & Audio*: <https://imdb.com/name/nm8112976/>

OTHER KEY SKILLS:

- Excellent communication/liasing skills & experience with:
 - *stakeholders, brands, clients, marketing personnel and media industry professionals*
- Deep knowledge of social insights, SEO and analytical tools (inc. Google AdWords) to analyse and improve future work
- Active & published copywriting skills; articles, websites, social media, brand policies and digital marketing briefs
- Absolute attention to detail and real perfectionists attitude
- Full confidence in taking the lead on any project; also with multi-tasking workloads
- Excellent at working independently & taking the initiative
- 14 years of service industry experience in customer-facing roles/dealing with clients
- Naturally enthusiastic, energetic, ambitious & a great sense of humour
- High-level proficiency and consistent daily user of both Apple Mac/PC computers & office software

EXPERIENCE:

CP PRODUCTIONS, Exeter - July 2014 - Present [Video Editor & Videographer]

- Managed the full post-production edit process; *video, audio & design*
- Developed fresh creative content ideas and efficient workflows with both filming & editing projects
- Overseen entire post-production operation across a broad range of brand & client content; *film, documentaries & social media*
- Delivery and production of content to strict deadlines and within budget, e.g. *drafts, final edits, audio & design work*
- Edited/formatted substantial social media video, including; *paid ads, promo & motion graphics for Instagram, Facebook & YouTube*
- Liaised with international clients, company stakeholders & media industry professionals to acknowledge feedback/revisions
- Senior creative & directing/producing lead on-set and on-location when filming projects
- Research of online royalty-free libraries/databases; composition of original music if required for use in projects
- Developed, coordinated and organised weekly social media & marketing plans and day-to-day tasks
- Posted, uploaded & managed content and continually tracked progress of any paid promotion across social media

Professional Work:

- Editor for a feature-length U.S documentary - **More Blood!** - Nominated for 'Best Trailer' at 2017 Midwest Film Festival
- Edited official trailer for independent U.S film - **Dolly Deadly** - Won 'Best Film Trailer' at the 2016 New York Horror Film Festival
- Editor for UK YouTuber: Rachel Leary; including editing content pitched to MTV
- Directed, filmed and edited documentary - **Children of the Community**
- Produced, edited & filmed extra footage on a documentary for a Health & Care centre
- Edited fitness & travel vlogs and social media content for professional fitness athlete - **Calum von Moger**
- Edited & filmed 20-video fitness series and designed motion graphic logo for social media - **Alex Reader Fitness**
- Edited, re-versioned & formatted substantial video & motion graphic content for the fashion, music, film & sports industries
- Created a considerable range of design work, including; posters, social media content, video thumbnails & artwork
- Mixed & mastered audio on a collection of projects; *Soundtracks, Film, Social Media & Music*

WESTBANK, Exeter - June 2016 - Present [Video Editor & Designer/Digital Marketing]

- Filmed & edited a video for website/social media, promoting essential work of staff and volunteers during COVID-19 - **Global saw this video and because of this, chose Westbank as one of only two charity organisations in the entire South West to be part of their 'Make Some Noise' campaign**
- Filmed & edited a short-form documentary for Devon Young Carers, including official event photography
- Directed, filmed & edited a Childcare documentary - **Premiered with 3 showings at an official event in September 2016; attended by 100+**
- Produced, co-filmed & edited a 30th anniversary of Westbank documentary
- Compliance edited & re-versioned video for fresh distribution across web and social media
- Oversaw production of on-location shoots & post-production on edits and marketing content for web, social & print
- Controlled & managed studio during live video broadcast/recording
- Proven brand guideline knowledge and designing of social & print material; *leaflets, posters, banners & video assets*
- Implemented a completely new brand identity for visual promotional material
- Collaborated marketing team on pre-production timeline/deadlines, storyboarding, budgets and feedback/revisions
- Managed distribution of video content for social media, including; *upload, promotion, data analysis and insights*
- Built relationships and worked closely with stakeholders and senior board members on campaigns
- Mixed & mastered audio on all video projects
- AV Set-up on several corporate and social events

OAT MILK INDUSTRIES, London - November 2015 - January 2016 [Studio Content Creator]

- Product photography/photo retouching for promotional content on social media channels
- Planned & coordinated delivery of content for Instagram & Facebook pages
- Owned creation and distribution of original content for official social media channels
- Tracked data analysis on content performance/progress; then adapted & strategised for future social plans
- Collaborated with Studio Manager and colleagues to receive feedback on created content
- Organised & delegated daily tasks to staff and updated duties lists
- Actively contacted companies & researched online to investigate products and current/new trends
- Recorded & documented accurate reports/receipts for studio purchases
- General runner & administration duties

BRITISH RED CROSS, Exeter - April 2013 - October 2014 [Social Content Editor]

- Produced & edited promotional showreel - **Exhibited at brand conferences around the U.K**
- Responsible for self-shooting and editing annual MOD Ten Tors event and follow-up campaign promotion
- Designed original brand promotional material; *posters, banners, specialist projects for social media, print & events*
- Collaborated with manager/team leaders on delivery of projects, deadlines, progress reports & completion
- Ideated concepts and researched online to collect brand content for creative projects
- Scheduled & managed editorial content for social platforms and public community group pages online
- Set up audio equipment & judged awards for the 2013 Humanitarian Awards in Bishops Gate, London
- Assorted administration & data input work using Microsoft Office suite
- Experience in co-conducting & writing questions for interviews

EDUCATION:

dBs Music, Plymouth - September 2012 - July 2014

Double Distinction Grade in Extended Diploma Music Production Technology & Sound Engineering

- NCFE Certificate *[Completed]*
- 90 Credit BTEC Diploma *[Completed w/Distinctions]*
- BTEC Extended Diploma *[Completed w/Distinctions & Merit]*

Magdalen Court School, Victoria Park Road, Exeter - September 2000 - June 2007 [GCSE: 8 GCSEs C]

Exeter College - September 2007 - September 2009 [NVQ Level 2 Hairdressing Course: Completed & Qualified]

OTHER EMPLOYMENT:

Toys'R'us, Exeter - July 2013 - November 2014 [Front of House]

Karen Leverton Hair Design, Exeter - October 2006-February 2012 [Professional Hairdresser]

REFERENCES:

• **Wendy Hancock** - Westbank, Exminster, Devon, EX6 8AT

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