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**Portfolio: [www.ffrenchboutique.co.uk](http://www.ffrenchboutique.co.uk)**

I am an award-winning, senior producer and director with over 14 years’ diverse experience looking to bring my skills and expertise to challenging film projects. I am a confident leader who thrives under pressure.

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| **Professional experience** |

**Video Content Producer Director, QVC (Jul 2017 to present)**

As part of my role for this award-winning televised home shopping channel was to create cross platform 360 campaigns. I:

* Produce and direct commercials, branded content, editorial content for all platforms: TV, Web and Social Media;
* Sales of over 100%;
* Directly deal with brands;
* Negotiated 25% reductions off location and equipment to keep within budget;
* Create and pitch story concepts;
* Budgeting, location scouting and casting;
* Manage production crews and casts,
* Write Voiceovers and Edit producing; and
* Creative decision on web design to social media distribution

**Head of Production, h2glenfern (April 2017 to July 2017)**

**Producer** **Director, h2glenfern (2015 to July 2017)**

As part of my role for this consultancy firm, which has a dedicated digital communications department, I:

* Produce and direct corporate films, interviews and webcasts for a wide variety of corporate clients;
* Aided in changing the landscape of video production for the company by introducing new filming techniques and freelance crew;
* Changed the way overseas shoots are handled, showing the benefits of working with British crews;
* Helped to shape the company’s website and scouted the team to create the website;
* Introduced new software and hardware to make things more efficient and up to date;
* Negotiated reductions with locations and equipment companies to keep within budgets;
* Transformed the approach to pitching and regularly won new work;
* Directly dealt with clients often the CEO, CFO and Head of Marketing;
* Manage production crews and casts; and
* Create story concepts and write scripts;

**Producer Director, Freelance (2014 – 2015)**

Working for recurring clients including QVC, 90secondsTV and VistaBee, I:

* Produced and directed a variety of commercials, corporate films and music videos;
* Created story concepts and wrote scripts;
* Directed animation and edited films; and
* Carried out stills photography.

**Promo Producer, Netplay TV (2013 – 2014)**

Working for this interactive UK television gaming company, I:

* Produced and directed innovative and creative content for broadcast on ITV and Channel 5;
* Introduced and implemented digital workflows;
* Budgeted the roster of Promos for the year ahead, working to the businesses budget and objectives for the department;
* Developed a fresh approach to creating promos;
* Hired freelance crew from my network of creatives;
* Used my contacts for equipment discounts;
* Managed and directed production crew and cast;
* Made sure all output content adhered to Clearcast and Ofcom regulations;
* Wrote treatments, storyboards, cripted voiceovers; and
* Camera operated and Edited when and if needed.

**Promo Producer Director, QVC (2012)**

I was brought in by this award-winning, televised home shopping channel to bring a fresh approach to filming.

* As part of this role, I managed and directed production crew and cast;
* Produced and directed commercials ranging from lifestyle to technology;
* Transformed the approach to creating promos;
* Wrote treatments and storyboards; and
* Handled scripting, casting, location scouting and budgeting.

**Music Video Director, Park Village (2010 – 2011)**

I was signed by this production company as a director focusing on urban music videos. I produced regular pitches, often turning creative ideas into polished proposals the same day, winning much new business.

**Managing Director, F2R Films (2004 – 2010)**

I started my own company, which became F2R Films, after leaving university and grew it into a leader in the market for lower-budget music promos within a few years. Groups I worked with included Skepta and Panjabi Hit Squad. A video I directed for Kay B’s ‘Call Cupid’, became an MTV Base Chart No.1 in the UK.

* Successfully pitched and won investment from the Princes Trust;
* One of the only BAME video production companies;
* Commissioned, led and mentored a team of 25 people including directors, editors, makeup artists, set stylists, fashion stylists and runners; and
* Produced and directed;

**A selection of my key works are listed at the end of this CV.**

**My full portfolio is available to view at** [**www.ffrenchboutique.co.uk**](http://www.ffrenchboutique.co.uk)**.**

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| **Career highlights** |

* **Projects:** I have produced and directed hundreds of films including music videos, TV series, shorts, features, live performances, commercials and corporate videos. One of my highlights was a project for h2glenfern in which, at short notice and within a tight budget, I managed to get a whole crew over to Shanghai and brought a fresh approach to filming, using the latest technology, techniques and treatments. The result was well received and set new standards for the company’s films. I also travelled speculatively to the US for a short period and was awarded work on a reality TV series filmed in South Beach, Florida.
* **Awards:** ‘New Chapter’ won the Jury Award at the London International Film Festival (2013) and ‘Jehovah and Son’ was long listed at the Reed Film Festival (2014). Also, Kay B’s ‘Call Cupid’ music video, which I directed, held the No.1 spot on the MTV Base Chart for three consecutive weeks in the UK.
* **Features:** I was featured in Flavour Magazine (2008) and The Flyer (2006). I also appeared on a BEN TV panel taking questions about how to get into the industry.

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| **Technical skills** |

* **Camera operation**: C300, DSLRs
* **Photography**: 5D, 7D, Lightroom, Photoshop
* **Basic sound and lighting**
* **Editing**: Adobe Premier CC and FCP 7
* **Marketing:** MailChimp newsletter campaigns

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| **Key educational achievements** |

**BA (Hons) Media Production and Video Production, University of Luton (2002 – 2004)**

During this practical course, I learned how to direct, operate camera equipment and edit. Inspired by my performance background, I specialised in producing dance videos and performance pieces.

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| **Interests** |

Outside of my profession, I enjoy playing netball and have been part of a rising team for four seasons. I am also studying French.

I like to use my musical talents and professional experience to help my local community and charities, such as organising a musical concert to raise funds for the NSPCC in South Norwood.

I have also played in a philharmonic orchestra after studying cello to grade 5 and saxophone to grade 3.

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| **A selection of works** |

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| **Corporate and commercial**  ***The Speakmans,*** *Commercial, QVC*  ***The Magic of Jewellery,*** *Commercial, QVC*  ***Andi Peters Food Fest,*** *Commercial, QVC*  ***Deciem,*** *Commercial, QVC*  ***BeautyMART,*** *Commercial, QVC*  ***Mini Makes,*** *Commercial, QVC*  ***The Stylist,*** *Editorial, QVC*  ***Container Gardening,*** *Commercial, QVC*  ***Low and Bonar Colback China,*** *Corporate Film, h2glenfern*  ***HgCapital Asset Film ‘Ullink”*** *Corporate Film, h2glenfern*  ***Fitness UK Magazine Series,*** *Corporate Film****,*** ffrench boutique  ***HgCapital CEO Event,*** *Corporate Film****,*** h2glenfern  ***Bridges Ventures Series,*** *Corporate Film****,*** h2glenfern  ***AIC Hobble Down Farm,*** *Corporate Film****,*** h2glenfern  ***Barclays Life Skills,*** *Corporate film,* 90seconds TV  ***AcreWhite Unbound Digital,*** *Corporate Film****,*** 90 seconds  ***Barclays PCB Working Groups,*** *Corporate Film****,*** *90 seconds*  ***TNT Driver Induction****, Animation****,*** 90 seconds TV |  | ***Central Working Take the roof off,*** *Corporate Film,* 90seconds TV  ***Gardening Inspirations,*** *Commercial****,*** QVC  ***Home and Garden Event Promo,*** *Commercial****,*** QVC  ***Amatuer Gardening Inserts,*** *Commercial****,*** QVC  ***Carol Woolton for Jewellery Edit Day,*** *Commercial****,*** QVC  ***Donna Air Little Bird Jewellery,*** *Commercial****,*** QVC  ***No!No! Hair Removal,*** *Commercial****,*** QVC  ***Win a Trip to Venice,*** *Commercial****,*** NETPLAY TV  ***‘XMAS Campaign’*** Commercial***,*** NETPLAY TV  ***‘Gaming on the Move’ Campaign,*** Commercial***,*** NETPLAY TV  ***Win a Trip to Las Vegas’,*** Commercial, NETPLAY TV  ***‘The History of SuperCasino’,*** Commercial, NETPLAY TV  ***‘Who are SuperCasino’,*** Commercial, NETPLAY TV  ***‘Driving Experience Prize Draw’,*** Commercial, NETPLAY TV  ***‘Fuji Compact Camera’*** Commercial, QVC  ***‘Arnovo Family Tab’*** Commercial, QVC  ***‘Cook Essential Digital Food Processor’*** Commercial, QVC  ***‘Vax Steam Mop’*** Commercial, QVC  ***‘Bose Sound Dock II and IE2 Headphones’*** Commercial, QVC |
| **Music Videos**  ***‘Bataade’*** Avina Shah**,**  ***‘DilMera’*** Panjabi Hit Squad ftRahit, MAJOR MOVES  ***‘Miss Soniyeh’*** Panjabi Hit Squad, MAJOR MOVES  ***‘Out My House’*** *Selah* ftDanaeo, MYISH ENTERTAINMENT  ***‘Miss you’*** F Tizzle  ***‘Wait for me***’ Trixta, PLATINUM VYBES ENTERTAINMENT  ***‘Woman’s World’*** Selah ft Sadie Ama and MzBratt, MYISH  ***‘Shadow of the Night’*** The gang  ***‘All Night Long’*** Stevie Hoang, ISLAND RECORDS,  ***‘Deewanna’*** Alyssiaft Panjabi Hit Squad, MAJOR MOVES  ***‘Tomorrow I’m gone’***Uche  ***In A Corner’*** Skepta ft Trigga, Spyda & Flow Dan  ***‘Call Cupid’*** Kay B, KNK ENTERTAINMENT  ***‘Deeper’*** Jelluzz |  | **Shorts**  ***‘Kenya’***  TSUNGKU FILMS  ***‘Jehovah and Son’*** TSUNGKU FILMS – Long listed at REED FILM Competition  ***‘The Violinist’*** TSUNGKU FILMS  ***‘New Chapter’ Musical Short Film –*** JURY AWARD WINNER & BEST MUSIC nominee at London International Film Festival  ***‘What are you up to’***  **Features**  ***‘Money’*** Trailer, F2R FILMS  ***‘Riot on Redchurch Street’*** *(1st AD), Dir: Trevor Miller, ROC PRODUCTIONS* |
| **TV**  ***‘Memori in Miami’,*** Reality Series (Shot in MIAMI, FL), TMC PRODUCTIONS  ***‘Midnight Madness’***, Docu Drama, Channel 4, FILM2REMEBER LTD and LUTI MEDIA  ***‘Barclaycard Mercury Prize 2011’*** Interviews Katy B, Ghost Poet |  | **Live performance (Multi-camera)**  ***Halma PLC,*** Multi-camera  ***Provident Financial***, Multi-camera  ***‘Sizzurp Launch Party’*** Multi-camera Shoot  ***‘Carnival Chorographers Ball’*** Multi-camera Shoot  ***‘Vocal Zones Talent Quest’*** Multi-camera Shoot  ***‘Urban Music Video Awards’*** Multi-camera Shoot, F2RFILMS |