

Lorraine ffrench

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www.ffrenchboutique.co.uk

I am an award-winning, senior producer and director with over 14 years' diverse experience

Highlight Credits

NARS Cosmetics 'Orgasm', Social
WULI:LUU by Gok Gwan, TVC and Online
Bundleberry by Amanda Holden, Online
Barclays PCB Working Groups, Corporate Film,
'Midnight Madness' Docu Drama, C4,TV

Netplay TV XMAS Campaign, TVC
TNT Driver Induction, Animation,
Donna Air Little Bird Jewellery, TVC
Provident Financial, Webcast
'Barclaycard Mercury Prize 2011' TV

Experience

Head of Digital, Contract/Freelance h2glenfern – April 2017 to present

Highlight - Successfully running the Digital department for h2glenfern remotely for over 2 years.

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

- Manage all Digital aspects for the company
- Manage a team of 5 people
- Direct liaison for all Digital clients
- Drafting Pitches for new business
- Producing and production management
- Hiring of crew and casts
- Create story concepts and write scripts.

Content Producer/Director, QVC, – July 2017 - Oct 2019

Highlight - I pitched for shooting outdoors, using prime lenses and external crew for *Winter Fashion TVC*, - all were firsts for the company and everyone was happy with the final results, especially as the costs were no different to previous shoots with a significant improvement to the look.

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

- Producing and directing commercials, branded content, editorial and digital content for TV, Website and Social platforms as well as paid marketing for brands such as *Elemis, Liz Earle, Philip Kingsley*, and working with celebrities *Gok Gwan, Amanda Holden and Andi Peters*;
- Introduced a new hire company to the team, negotiating 25% company reductions;
- Created and pitched campaign concepts to stakeholders and management;
- Logistics including budgeting, call sheets, location scouting and castings;
- Managing and directing production crew and cast on location;
- Writing copy and voiceovers for all assets; and
- Edit producing, this involved booking in edit and graphics times, creating an offline edit on Premiere, sitting in with the editor and managing all deliverables.

Producer/Director, h2glenfern – Jan 2015 to April 2017

Highlight - At short notice and on budget, I pitched and organised crew to go over to China and film a corporate film for *Low and Bonar*. The film showcased their new acquired asset. The result was well received and set new standards for the look and feel of the company's films going forward.

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

- Produced and directed corporate films, interviews and webcasts for a wide variety of corporate clients; *First Avenue, Low & Bonar, Provident Financial, ITE, Bridges Ventures*;
- Used webcast software created by Nasdaq to stream live audio webcasts;
- 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, by creating a new template document;
- Directly dealt with clients often the CEO, CFO and Head of Marketing; and
- Manage production crews and casts and create story concepts and write scripts.

Producer/Director, Freelance – 2014

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

- Produced and directed a variety of commercials, corporate films and music videos for a variety of clients *Barclays, ICAEW, Acrewhite*;
- Created story concepts and wrote scripts;
- Directed animation and edited films; and
- Carried out stills photography for wedding, fashion and corporate clients such as *Gillette*.

Education

BA Hons Media Production and Video Production

Other Skills

Editing: Adobe Premiere - **Camera operation:** C300, DSLRs - **Photography:** 5D, 7D, Lightroom, Photoshop

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Other Promo Producer, Netplay TV – 2013-2014

Experience

Working for this interactive UK television gaming company, I:

- Produced and directed innovative and creative content for broadcast on ITV and Channel 5;
- Budgeted the roster of Promos for the year ahead, keeping in mind objectives for the department;
- Made sure all output content adhered to Clearcast and Ofcom regulations;
- Wrote treatments, storyboards, scripted voiceovers; and
- Camera operated on C300/Canon 5D and edited on Final Cut Pro when and if needed

Music Video Director, Freelance Park Village – 2010 to 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

Highlight - 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.

Awards

'New Chapter' won the Jury Award at the London International Film Festival (2013)

'The Violinist' Shortlisted for Virgin Shorts (2013)

'Jehovah and Son' was long listed at the Reed Film Festival (2014).

Reels

Beauty and Fashion Reel - <https://vimeo.com/378059982>

Branded Content Reel - <https://vimeo.com/378141497>

Corporate Reel - <https://vimeo.com/378141594>

Further Credits

Corporate and Commercial

Winter Fashion 2019, 360 Campaign, Broadcast/Online, QVC

NARS Orgasm, *FeelUnique*, Social

Autumn Fashion 2019, 360 Campaign, Broadcast/Online, QVC

Holiday Shop 2019, 360 Campaign, Broadcast/Online, QVC

My Little Eye, 360 Campaign, Broadcast/Online, QVC

Molton Brown, Beauty, Online, QVC

Kipling Bag, Online, QVC,

Festive Food, 360 Campaign, Broadcast/Online, QVC

The Magic of Jewellery, 360 Campaign, Broadcast/ Online QVC

Andi Peters Food Fest, QVC

Deciem, QVC

Beauty Month, 360 Campaign, Broadcast/Online, QVC

BeautyMART, QVC

Mini Makes, Commercial, QVC

The Stylist, Editorial, QVC

The Wedding Shop, 360 Campaign, Broadcast/Online, 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

Bridges Ventures Series, Corporate Film, h2glenfern

Barclays Life Skills, Corporate film, 90seconds TV

AIC Hobble Down Farm, Corporate Film, h2glenfern

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, Editorial, QVC

Home and Garden Event Promo, Commercial, QVC

Amateur 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