

## Personal profile

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I have been creating social media based content for brands for over 5 years, specialising in digital animation, stop motion, and illustration.

I created my own production company in 2016, since then I have been producing high quality animated content for a number of top brands on social media. My skill set includes but is not limited to concepting, storyboarding, social media strategy and production, utilising Adobe After Effects, illustrator, premiere Pro, Photoshop, and Dragon Frame and using my varied skill set to provide creative content that will enhance the social media presence of well established brands.

## Career summary

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### **Squiffy Productions**

**April 2016 – Present**

**London UK**

**Role: Art Director**

At Squiffy Productions I personally oversee and curate every facet of a social media campaign. We have worked within a large range of sectors from TV and Film, Food and Drink, Automotive, Tech, and Banking to produce high quality social led content.

*Key responsibilities include but are not limited to:*

- Interpreting briefs/creating briefs
- Creating storyboards or animatics
- Adhering to strict brand guidelines
- Directing solo and team projects
- Working with social media influencers
- Overseeing the direction of photography using a range of Equipment
- Set design, lighting
- post and pre-production
- Creating Digital animations and assets
- Creating stop motion animations
- Social media strategy
- Account management

I have worked with worked with over 50 different brands creating a wide variety of content including short and long form video content, micro content, stop motion and digital animation, Cinemagraphs, GIFS, Vlogs, Tweets and Photos.

Some of my clients include:

- **Disney** – Social campaign to advertise the release OF Disney-Pixar’s ‘Coco’
- **Amazon** – To drive awareness to the Amazon Prime original ‘Man in the High Castle’
- **Hewlett-Packard** – A series of stop motion animations for the launch of several products including the Deskjet 3700 and The Sprocket Ibiza
- **EE** – Directing, filming and producing digital VFX for influencer led EE #FreeDataBoosts campaign
- **Twitter** – Various animated internal campaigns to drive awareness of Twitters services and also public speaking at a number of Twitter events in the UK and Italy
- **Ford Motors** – Filming, directing, editing and VFX on two social media led Ford Fiesta campaigns
- **Universal Pictures** – A series of short form animations for the release of ‘Atomic Blonde’ feature
- **Corona** – Vine social media campaign for Coronas partnership with the NFL
- **HSBC** – Promoting the launch of Android Pay in conjunction with HSBC
- **Samsung** – Stop motion and digital animations for Samsung Australia promoting Samsung pay
- **Cadburys** – Directing and editing influencer led Cadburys campaign

**May 2015– April 2016**

**Dyson, Malmesbury**  
**Digital creative**

Working with the social media team as a digital creative to make content for Dysons social media channels, this role included concepting, storyboarding and content creation for existing product and new product launches and day-to-day content for Instagram, Facebook, Twitter and Vine.

*Key responsibilities*

- Creating digital animations for social media
- Storyboarding
- Editing photos and video for product launches
- Concepts, storyboards and production of social content
- Curating and running of Dysons Facebook, Instagram, and Twitter

## Education & qualifications

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- **Applied Arts & Design, A-Level** – Hertswood academy – 2018
- **Fine Art, Merit Foundation Diploma** – Oaklands college – 2019
- **Fine Art, BA (Hons)** – UCA Farnham – 2012

References and links to video available on request

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