



GEORGE DOWNES

VIDEO CREATOR | VIDEOGRAPHER & EDITOR

SHOWREEL & PORTFOLIO

🖱️ www.georgedownesmedia.com

ABOUT ME

Multi-skilled and dynamic video creator with over fifteen years experience in producing a wide variety of video styles from conception to completion. Meticulous videographer and editor with expertise in the editing of raw footage to align with creative vision and project requirements. Strong communicator and passionate human being!

WORK EXPERIENCE

2008-2022

CREATIVE DIRECTOR Freedom Media

- **Developed**, written and managed projects from concept to completion, including storyboards, videography, post-production editing and final delivery formats.
 - **Captured** and edited a variety of forms of video including documentary style, news and information, high intensity promotional videos and inspiring creative pieces.
 - **Evaluated** and edited video content to UK television broadcast specifications.
 - **Operated** various different camcorder and DSLR models in different outdoor and indoor settings.
 - **Identified** and arranged usable footage on digital systems for myself and other editors.
 - **Delivered** edits with multiple camera angle choices, titles, graphics, audio and special effects.
 - **Synched** and edited live performance multi-cam music videos.
 - **Troubleshooted** footage issues in post-production using creative solutions like capturing alternative b-roll and using motion graphics.
 - **Created** motion graphics and animation based videos for promotional and inspirational videos for various contexts.
 - **Created** and edited sound designs.
 - **Mixed** and mastered raw audio.
 - **Generated** and added subtitle captions onto video.
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- **Composed** and created original music soundtracks for short videos and full-length films.
 - **Spearheaded** brainstorming and collaboration across internal teams.
 - **Evaluated** and contributed to creative team ideas, translating into achievable action plans.
 - **Mentored** and supervised interns learning videography and editing skills and processes.
 - **Championed** organisation best practices and values to support positive culture.

REFERENCES

Rosie Warmington

Media Director | Freedom Media

T : +44 07494 104 853

Matt Trotman

Sure Footed Media

T : +44 07568 640 992

SOFTWARE SKILL

Adobe Premiere Pro

Final Cut Pro

Adobe Photoshop

Adobe After Effects

Adobe Illustrator

Adobe Lightroom

Logic Pro X

Adobe Audition

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work experience continued >

GEORGE DOWNES

VIDEO CREATOR | VIDEOGRAPHER & EDITOR

2010-present FREELANCE

- **Contributed** to multiple stages of film and video production for a variety of organisations and businesses.
- **Edited** large amounts of raw footage within assigned timescales for visual storytelling from a simple written script.
- **Planned**, filmed and edited video content to match brief requirements.
- **Reviewed** and edited film by selecting the best combination of photography, performance, sequencing and timing to tell the story for relevance and continuity.
- **Created** 2D animation and motion graphics for promotional and informational videos.
- **Learnt** and operated external camera equipment of various models.
- **Edited** sequences in vertical frame format for use on social media.
- **Created** and edited sound design, mixed and optimised audio.
- **Organised** assets by collecting data from camera media, transcoding video and audio files and managing file backup to digital asset management system.
- **Exported** final cuts, uploading to content management system and client platforms.
- **Incorporated** feedback to make modifications and adjustments in line with creative vision.
- **Participated** in creative meetings to assist in developing ideas and defining project deadlines.
- **Accessed** music databases to find the optimal soundtrack for the mood of videos.
- **Composed** and created original music soundtracks for both dramatic films and corporate videos.

THANK YOU FOR READING

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