

ED SALKELD.

Director & Creative Director

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Summary

Visually strong Creative Director & Director with broad experience base and specialist technical skills with over 250 moving image credits. Seeking full-time or contract roles in a busy and dynamic content company or department, experienced in online and tv advertising, branded content, promos and social ad campaigns. Has a patient and generous personality and a genuine love for filmmaking. Always brings his wealth of knowledge to a role via a mix of creative ideas, team leadership and seasoned background.

Professional Experience

Executive Creative Director

Everyone Content Ltd @everyone.content

Director and founding member of Everyone Content. An all inclusive content and film agency prioritising a diverse and inclusive working environment. Recent work includes:

- Motorola - Defy - CG Animated Ad
- Lagos - From Powder to Jewelry - CG/Table-top Ad
- Jupiler - Black Friday Offer - Motion Control

Director / Cinematographer

Freelance @edFILM.uk

Directing and shooting online & tv commercials, corporate films, branded and digital content

- Brands include: BMW, Audi, McDonald's, Motorola, Stella Artois...
- Used to working with large and small crews alike
- Have the ability and experience to lead a project creatively as director and/or DOP as and when required
- To view my portfolio please visit my website (link above)

Head of Film

Packshot Factory Ltd

Created and managed a film department from the ground up. Building and managing of the studio teams, client management and creative direction across all of Packshot Factory's film output over a 4 year tenure.

- Directed and/or Produced over 150 table-top and product based film projects
- Creative direction and specialist supervisor for camera crews, stylists, art dept and other teams, running motion control, high-speed cameras and in-camera and post production effects.

Skills

- Ideas Generation
- Diplomacy
- Team Bonding
- Hands-on experience base
- Directing & Producing
- Live Action Filming

Specialist Skills

- Animation & CGI
- Post-production
- Motion Control
- Lighting
- Product & Table-top
- High-speed filming

Software

- Adobe Creative Cloud - Video (After Effects, Premiere, Photoshop)
- DaVinci Resolve

Education

PG Diploma in Cinematography
Northern Media School

BA (Hons) Information Graphics
Nottingham Trent University

Art Foundation
Bath Spa University

Steadicam Operators Course
National Film & TV School

Professional Experience cont'd

Senior In-house Director & Creative Director

Kream London (Karmarama)

Overseeing, directing and developing treatments for a range of branded content, corporate films, TV and online advertising campaigns.

- Shot and Directed over 50 TV Commercials, Brand and Corporate Films
- Brands including Nintendo, GSK, Honda, Age UK, Barclays Bank
- Post-Supervision and Creative Direction across Kream's post-production department.

Self-Shooting Producer/Director (PD)

Optomen Television

Series name - Police Camera Action

- Produced, directed and filmed all ob-doc stories for a full series
- Run and gun shooting style with Tactical Vehicle Police Units around the UK
- Filmed with the Met Police's Air Support Unit Helicopters

Commercials Director

Annex Films, Stink, Telema (Paris) & SAB Mucho (Brussels)

Commercials Directing Representation

Directed TV commercials for many brands including McVities, Pepsi, Yamaha, Credit Lyonnais, Eastpak, Guinness World Records

After Effects Compositor/Animator

Passion Pictures

Commercials, music videos, documentaries

- Worked on a wide variety of projects with a host of animation directors.
- Gorillaz, BBC Olympics, Guitar Hero, Adidas, COI, Gordons Gin, Becks, Tizer, The Guardian...

Lecturing & Mentoring

In my capacity as a director & cinematographer

Have taught modules, filmmaking courses, evening classes, and worked as a Visiting Lecturer at Degree and MA level.

- MET Film School - Sessional Lecturer on MA Directing & Cinematography courses - sessions on Director's Treatment, Shooting & Post for Green Screen and Product Filming
- Ravensbourne University London - Sessional Lecturer on BA Branded Content - Motion Design, Intro to After Effects and Shooting & Post for Green-Screen
- Raindance - Developed and taught both Weekend Master Classes and Evening Courses in all aspects of Digital Cinematography.

Strengths

CREATIVE

For me this process of coming up with good ideas underpins all other creative elements. Giving style and execution its relevance.

COLLABORATION

I work hard to build teams and crews with not only the very best and trustworthy people I can find, but to always try and create an inclusive and diverse working environment for everyone.

ENCOURAGEMENT

My partner tells me I help other people too much, always offering more than necessary. I see this as a positive.