

# RIDDELL

Vanguard House, 70 Martello Street, E8

t: 07795421988

w: [www.willriddell.co.uk](http://www.willriddell.co.uk)

e: [wmariddell@gmail.com](mailto:wmariddell@gmail.com)

## WILL RIDDELL DIRECTOR



### Profile

Most days I struggle to call myself a Director, I am simply a loud mouth who enjoys telling stories. I am drawn to telling stories of the simple, seemingly every-day minutiae of humans and I want to convey the unspectacular and honest moments in my films whether comedy or narrative.

Starting in-house at social agency 1000heads I cut my teeth in many disciplines to create video content for brands, and I now often self-produce, write and edit my directorial projects. I have written and directed comedy webisodes and branded video content for global brands such as Dixons Carphone, Microsoft, Benefit Cosmetics and Npower.

I am currently working with CNN on ongoing editorial and branded projects for their commercial studio and their partner Great Big Story. In 2018 I wrote, produced and directed a global TVC for Samsung / CNN Style.

I am represented by [Rascal Creative](#)

### Work History

#### **RIDDELL FILMS LTD**

May 2017 – Present

Working with global brands and clients such as CNN, Samsung and npower.

#### **CNN International Commercial Studios**

Jan 2018 – Present

Freelance Director creating editorial and branded documentaries

#### **Rascal Creative**

Feb 2019 – Present

Freelance Director represented by Rascal

#### **1000heads**

Jan 2014 – May 2017

Video Director

#### **Independent Films**

Vault Manager

Oct. 2013 – Dec 2013

#### **Famous Rebel**

Production Assistant

Feb 2013 – Aug 2013

### Awards and nominations

Drum Social Award – RS Components Time to Tinker, plus nominations in Digital Impact awards and [DADI](#)

**Directorial work 2015 – Present**  
**Commercials, Branded Content, Corporate**

DATE	PRODUCTION CO	BRAND / TITLE	DIRECTOR	ROLE	FORMAT
03/19	Great Big Story	Hyundai Sponsored – Ancient Tastes of Korea	Will Riddell	Director	Online
11/18	Great Big Story	Dubai Tourism – Exchange Series	Will Riddell	Director	Online
08/18	Samsung	Katie Eary	Will Riddell	Director	TVC / Online
06/18	Trailer Park	Purina – Beyond Nutrition	Will Riddell	Director	Online
04/18	1000heads	Npower Commonwealth Games – Power of Support	Will Riddell	Director	Online
02/18	CNN Travel	Egyptian Tourism	Will Riddell	Director	TVC
02/18	Riddell Films	Tom Rabin – “Flesh and Bone”	Mike Glover	DOP	Music Promo
11/17	1000heads	Avon – Reversalist	Will Riddell	Director	Online
06/17	1947 Films / Dixons Carphone	Currys PC World – Team KnowHow	Will Riddell	Director	Out of Home
05/17	Riddell Films	Show Me The Place	Will Riddell	Director / Writer	Short Film
04/17	1000heads	GORE-TEX – 100 <sup>th</sup> Anniversary	Will Riddell	Creative	Animation Online
03/17	Dixons Carphone	Huawei P9 – Hipsters	Will Riddell	Director	Online
03/17	1947 Films / Dixons Carphone	Talk Talk – Connected Homes	Will Riddell	Director	Online
02/17	1000heads	GORE-TEX – SS18 Look Book	Will Riddell	Director	Online
01/17	1000heads	GORE-TEX – Don't Think' Campaign Series	Will Riddell	Director	Online
01/17	1000heads	Gumtree – Got It On Gumtree	Will Riddell	Director	Online
10/16	1000heads	Benefit Cosmetics – B Right	Will Riddell	Producer	Online
10/16	1000heads	Playstation – No Drones	Will Riddell	Director / Producer	Online
08/16	1000heads	Sony Xperia – X Moments	Will Riddell	Director / Producer	Online
06/16	1000heads	Hackett / Aston Martin – Country Man	Will Riddell	Director / Producer	Online
05/16	1000heads	Norton Clothing – Journey Man	Will Riddell	Director / Producer	Online
03/16	1000heads	GORE-TEX – Gore One GTX	Will Riddell	Director / Creative	TVC
12/15	Dixons Carphone / AMVBDO	Currys PC World – “Spare The Act”	Will Riddell	Director / Script Writer	Online
11/15	1000heads	Hackett - Gift Tastefully	Will Riddell	Director	Online
10/15	Dixons Carphone	Currys PC World - The Perfect Match	Will Riddell	Director / Creative	Online
08/15	1000heads	RS Components - Portrait of an Inventor (Series)	Will Riddell	Director / DOP	Online
08/15	Dixons Carphone / AMVBDO	Currys PC World - TechSanta Christmas Campaign	Will Riddell	Creative / Director	Online
05/15	Dixons Carphone	Currys PC World - Matchmakers	Will Riddell	Creative / Director	Online
03/15	1000heads	RS Components - Time To Tinker	Will Riddell	Creative / Director	Online
02/15	Microsoft / Nokia	Lumia Heroes - Generation Stories	Will Riddell	Creative / Director	Online

### **Experience and Skills**

- Treatment writing, Script writing, creative development, Editorial research and journalism.
- Directing large crew units, Talent searching, casting, art direction, international filming across many locations with many languages, location scouting and movement orders, filming with children and animals, projection mapping and events.
- Client management, pitching, creative executions, Hosting PPM's
- Self shooting, Aerial drone pilot, interviewing and assistant directing the unit.
- Self producing within a wide range of budgets (£5k - £150k), scheduling, crewing, managing departments and heads of depts.
- Post production producing live action, CGI, VFX and animations, Self editing, scoring and audio treating films.

### **International Filming**

I have filmed in UK, South Korea, Dubai, Spain, France, Iceland, USA, Egypt and Australia.

### **Additional**

Camera dept on feature film "The Sweet Shop" 2010

Raindance 2015 Cinematography graduate

Full Clean Driving License (manual and auto), St Johns ambulance first aid – up to date, aerial filming

### **References**

James Sharpe, Senior Producer – CNN Create – [james.sharpe@turner.com](mailto:james.sharpe@turner.com) / 02076931165

Frank Grindrod, Managing Director – 1000heads – [frank.grindrod@1000heads.com](mailto:frank.grindrod@1000heads.com) / 02032062000

Victoria McNeill, New business Rep – Rascal Creative – [Victoria.mcneill@thinkrascal.com](mailto:Victoria.mcneill@thinkrascal.com) / 02086112916

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