

Videographer & Editor

Experienced videographer with over 15 years of expertise in filming and editing diverse projects, using passion cinematography and shot composition to edit and design creative and innovative visual media.

Innovative Videographer with passion for filming, editing, and designing diverse creative projects for video and visual storytelling. Articulate communicator skilled in collaborating with cross functional technical teams. Adept at staying in line with industry trends on filming and editing, ensuring cutting edge software and filming methods are used. Experienced in leveraging diverse filming background, including wedding, corporate, and television filming and editing. Proficient in diverse editing software, such as Adobe Premiere Pro, After Effects, and Audition.

Areas of Expertise

- Content Creation
- Video Filming & Editing
- Videography Trends
- Project Management
- Camera Operation
- Lighting Management
- Sound Management
- Narrative Storytelling
- Drone Piloting & Filming

Accomplishments

- Created and filmed 'Adjust for sleep' television ad, broadcasted on various DSTV channels.
- Collaborated with designers, lecturers, and university staff for Varsity College to manage end-to-end development of training videos.
- Spearheaded social media campaign on LGBTQ awareness for AIDS Accountability.

Career Experience

Creative Director & Lead Videographer, Pie in the Sky Multimedia Pty Ltd, Cape Town, SA 2015 – Present

Oversee creative vision for corporate and private clients, leading high performing videographers and editors in delivering video projects. Develop, design, and post multimedia marketing campaigns, including filming and editing of television advertisements, and training, marketing, and educative videos. Manage day-to-day business social media and manage client social media for campaigns and advertising. Catalogue and coordinate resources to plan multimedia events and activities by writing business proposals and campaign reports. Maintain client database and perform analysis to identify marketing and growth opportunities.

- Spearheaded B2B marketing campaign for Food Supply Network, based around online app.
- Managed #RealChocolate social media campaign and in store promotion, comprising out of five online ad and how-to videos.
- Developed online proposal and produced content to advertise Special Economic Zone in Botswana to the global market.
- Coordinated online education videos concerning TB and other health concerns in the mining industry for NPOs in Tanzania.

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- Collaborated with Kili Perspective on mental health campaign, partnering with them to offer social development opportunities in Mfuleni township.
- Led and filmed Sunglass Hut live shows, coordinating process from end-to-end in the V&A Waterfront

General Manger & Content Producer, Pie in the Sky Multimedia Ltd, Cape Town, SA **2009 – Present**

Manage day-to-day business activities such as booking events, organising workforce, and communicating with clients. Serve as lead photographer & videographer when self-booked to work on event. Coordinate event planning and employees and act as creative lead on-site for events. Facilitate video editing by guiding editors on mission and vision as well as participating in video content editing. Liaise with prospective clients to assess their wants and needs, discuss services offered by Pie in the Sky. Maintain open communication with clients and engage in initiatives to promote stakeholder engagement and customer retention & growth.

- Grew business year on year, diversifying company scope into multiple departments and services.
- Established entire business operating procedure, process, and standards from ground level.
- Nominated for Loerie Awards in Media/Advertising industry for 2018.
- Won various awards such as top vendor award for best videographer of 2017 and best destination videographer for 2018.
- Innovated company services to accommodate Covid-19 restrictions, spearheading live-streaming department and opening opportunities into funeral live-streaming and more to account for Covid-19.

Education

Bachelor of Commerce Honours in Business Marketing, Prestige Academy

Bachelor of Commerce in Business Marketing, Prestige Academy (Cum laude)

Certificate in Project Management, The Independent Institute of Education

Professional Diploma in Applied Marketing Management, Pearson Education (Cum laude)

Certificate in Leadership and Teamwork, Pearson Education

Technical Proficiencies

Skilled in Adobe Creative Cloud applications such as Adobe Premium Pro and Adobe Photoshop

Microsoft Office, Viddyoze (Animation Software)

Google Analytics, SEO, WordPress, HubSpot, Facebook Business and Ads Manager, YouTube, Monetisation

Video Production, Green Screen and Photography skills

Webinars and live streaming platforms like OBS, Restream.io