



# CHARLES JORDAN

CREATIVE VIDEO PRODUCER

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## OVERVIEW ▶

**Award winning creative producer** with over **13 years' in video production**, including the past eight years working as a **Video Producer at the BBC**. Diverse **range of technical skills**, ranging from **producing / editing content for on-air & online platforms**, developing creative **strategies for promotional campaigns** and playing a **key role in channel launches and rebrands**. Extensive experience **shooting & editing to a premium standard** and excellent **leadership abilities** with a track record for **mentoring**.

## TECHNICAL SKILLS ▶

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Media Encoder
- Adobe Photoshop
- Adobe Illustrator
- DSLR Filming
- Drone Pilot (CASA licenced)

## EXPERIENCE ▶

### **BBC STUDIOS / WORLDWIDE - Jan 2015 - Present**

Creative Video Producer / Videographer

- Interpret creative briefs to produce on-air promos & social media content
- Create content from pre-to-post production including storyboarding, pitching ideas, drafting scripts, editing & directing voice-over artists
- Plan, film & direct shoots for promos, social content, live events and Ad Sales
- Create sizzle reels
- 360 marketing campaigns such as award winning David Attenborough pop-up channel
- Direct design team to create graphics
- Work with the audio engineer to create bespoke audio design
- Collaborate with key stakeholders across the business
- Assist with the development of on-air branding strategies
- Work closely with production to deliver assets within tight timelines
- Ensure content is on brand and aligns with style guides of each channel

### **SMOOTHSTAR SKATEBOARDS - Aug - Dec 2020**

Freelance Videographer & Editor

- Plan & direct product shoots for leading action sports brand
- Technical filming of professional surfer / skateboard athletes with drone / DSLR
- Capturing advanced motion shots to illustrate SmoothStar's similarities to surfing
- Adhere to strict brand guidelines throughout creative process

### **GROUPON - Apr 2014 - Jan 2015**

Video Producer / Graphic Designer

- Produce videos to promote the Groupon daily deals
- Create graphics for Groupon promotions
- Retouch all imagery generated by Groupon's photography teams
- Work closely with photography teams to ensure that retouching feedback is incorporated on set
- Ensure final assets are delivered in an organised manner, consistent with the needs of the teams
- Colour correction, sharpening, sizing and other post production
- Work closely with production to ensure the delivery of assets on time
- Ensure all creative is on brand and everything aligns with the Groupon style guide

## EXPERIENCE ▶ (CONT'D)

### LIVINGSOCIAL - Nov 2012 - Apr 2014

Video Producer / Graphic Designer

- Produce videos to promote the LivingSocial daily deals
- Responsible for creating all graphics for LivingSocial promotions
- Produce brand elements and assets for advertising, from original concepts to finished art
- Work closely with the sales and marketing teams
- Work in a fast paced environment hitting strict deadlines
- Data entry using salesforce software

### SPECIAL TREATS PRODUCTIONS (UK) - Jan 2012 - Nov 2012

Camera Assistant/ Runner

- On set camera setup and adjustments
- Managing and maintaining camera equipment and accessories
- Follow instructions from the Director or Director of Photography (DoP)
- Assist set up at location of shoot
- Set up of equipment, tapes, cables and scripts
- Assist with miscellaneous production projects as directed

### MI SUENO 60M SUPER YACHT (USA & CARIBBEAN) - Aug 2010 - Nov 2012

Lead Deckhand

- Exterior maintenance of yacht: painting, varnishing, stripping, waxing, products, etc
- Maintain various water toys - Jet skis, tenders
- Assist the captain in safely managing the vessel throughout its travels
- Direct and assign duties to the deckhands
- Tender driving and line handling
- Assist with interior cleaning and service when guests are aboard
- Take guests fishing, scuba diving, snorkeling, jet skiing

### CAKE MEDIA HQ - Nov 2009 - Jul 2010

Cameraman, Editor and Director

- Produce a TV Cooking show called 2 Chefs TV
- Film, edit and direct the TV show
- Create title graphics in after effects
- Location set up
- Data wrangling

## EDUCATION ▶

### CASA DRONE LICENCE - 2017

Cert III in Aviation - Remote Drone Pilot Licence

### GRIFFITH UNIVERSITY 2006-2009

Bachelor of Visual Media Majoring in Digital Design

### THE SOUTHPORT SCHOOL- 1995-2006

Primary and High School

## AWARDS

- World Promax Silver - Attenborough Pop-Up Channel (Best On-Air Stunt)
- World Promax Silver - SDA Month, Best Integrated Marketing Campaign
- Golden Key Award for academic excellence at Griffith University

## INTERESTS

- Drone Videography and Photography
- Drone fishing
- Scuba diving
- Boating & Jetskiing
- Indoor rock climbing
- Travelling