

# WILLIAM FRANCE

## CONTACT

**Phone:** 07398094003

**Email:** will@willfrance.co.uk

**Web:** www.willfrance.co.uk

## PROFESSIONAL SUMMARY

Organised and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

## SKILLS

- Reporting and documentation
- Analytics and SEO
- Business communications
- Digital marketing
- Fact checking
- Project oversight
- Trend tracking
- Event coordination
- Event planning
- Administrative office operations
- Online and traditional marketing
- Client relations
- Branding strategy
- Marketing and advertising
- Team leadership and supervision
- Digital content generation
- Project scheduling
- Meeting coordination

## WORK HISTORY

### **Social Media Manager, 01/07/2022 to Current**

#### ***Freelance***

- Scheduled social media posts using Hootsuite, optimising reach and maximising community engagement.
- Conceptualised unique and on-trend brand identity, personality and stories.
- Oversaw overhaul of content strategy, incorporating findings from new data.
- Engaged regularly with wider online communities, boosting engagement rates by 500%.
- Executed successful, innovative social media marketing campaigns with clear call-to-action.
- Developed and implemented overarching social media strategies, informing decision-making on future campaigns.
- Adapted social media plan based on market research and customer data.
- Prepared design briefs for graphics, videos and advertising campaigns.
- Drove website traffic by writing witty and creative social media content and blog posts.
- Facilitated social media communities by developing productive discussions.

### **Videographer, 01/01/2022 to Current**

#### ***Freelance***

- Used Adobe Premiere Pro to edit footage into the correct order and add effects.
- Produced original video content by working collaboratively with producers, designers and art specialists to facilitate multimedia production.
- Recorded planned materials for use in the final film.
- Established a detailed production schedule.
- Collaborated with team members to develop content and message of shots.
- Set up technical details of all shots, including lighting and sound.
- Installed and calibrated devices and instruments to prepare for broadcasting.
- Set up and operated cameras to capture video feeds and specific shots.
- Adjusted video feeds to improve quality and correct errors.
- Verified quality of recordings and determined need for re-recording to obtain necessary creatives for production.
- Organised audio visual equipment for use by professionals with limited technical abilities.
- Handled equipment emergencies, making timely corrections, repairs or replacements to restore feeds.

## AFFILIATIONS

Board Member of the Cleft Lip And Palate Association's Young Person Council.

## EDUCATION

**GCSEs:** 09/2021 to 05/2022

***Queen Elizabeth Grammar School - Wakefield***

**A-Levels:** Media Studies - Predicted B, 09/2022 - 02/2024

***New College Pontefract - Pontefract,***

**A-Levels:** Film Studies - Predicted B, 09/2022 - 02/2024

***New College Pontefract - Pontefract,***

**A-Levels:** Photography - Predicted B, 09/2022 - 02/2024

***New College Pontefract - Pontefract,***

- Mixed imagery and pre-recorded sounds to build effects for productions.
- Developed sound effects to pair with recorded video, enriching experience for viewers.
- Created graphics using Adobe After Effects to enhance videos.
- Edited and uploaded footage to digital environments, websites and social media platforms.
- Transferred files between recording, storage and editing devices for use or editing.

**Marketing Assistant, 01/09/2022 to 01/09/2023**

***Queen Elizabeth Grammar School (Freelance) - Wakefield, West Yorkshire***

- Created innovative social media posts and schedules to drive engagement.
- Maintained a complete database of all files and project materials.
- Applied Adobe Creative Cloud knowledge to develop design assets.
- Coordinated meetings between project members and clients to develop ideas, discuss progress and set goals.
- Designed assets for social media with Adobe Photoshop.
- Tracked and scheduled social media posts with Hootsuite platform.
- Enhanced Facebook and Instagram advertising through A/B testing.
- Worked collaboratively with vendors such as BMW to complete projects according to schedule and specifications.

**Senior Video Editor, 01/10/2022 to 01/05/2023**

***Gabriel Nussbaum (Freelance)***

- Developed and managed projects from concept to completion, including storyboards, post-production editing and final delivery formats.
- Evaluated and selected scenes for pacing, entertainment value and continuity, trim shots and edit content.
- Played a key role in facilitating projects and contributing to every stage of film and video production.
- Delivered edits with multiple camera angle choices, titles, graphics, audio and special effects.
- Exported final cuts and upload to content management system and client platforms.
- Reviewed content for quality control to drive vital technical and editorial corrections.
- Demonstrated ability to understand the creator's vision and maintain alignment with vision throughout the editing process.
- Performed post-production work, including assembling raw material, editing sound and sequences and providing the final product within time and budget constraints.
- Liaised with key industry leaders and developers to produce innovative personal finance videos.
- Planned and scheduled crews members and equipment to accommodate filming schedules.
- Edited personal finance videos for digital distribution by managing graphics, sound, music mix and colour correction.
- Reviewed and edited film by selecting the best combination of photography, performance, sequencing and timing to tell the story.

**Video Editor, 01/01/2022 to 01/08/2022**

***Dr Karan (Freelance)***

- Performed post-production work, including assembling raw material, editing sound and sequences and providing the final product within time and budget constraints.
- Played a key role in facilitating projects and contributing to every stage of film and video production.
- Edited motion design and visual effects for Dr Karan, the brand identity and TikTok promotional campaigns.
- Worked with the editorial team to develop, produce and edit content for broadcasting including promo creation, digital content, marketing content, concept generation, location production and studio production.
- Managed projects and workflows for the creation of the films.
- Contributed editing expertise to online content campaigns and performed commercial editorial work for Dr Karan