ELLIE ROBSON

Senior Digital Creative with 11+ years experience in video, design, and presentation design. Highly adaptable with the ability to move swiftly and effectively between projects, brand guidelines, and software. Passionate about creating things that are relevant and concise, with compelling storytelling and gorgeous visuals to boot. Particularly moved by delicious motion.

EXPERIENCE

IGNITION

2023 - PRESENT SENIOR DIGITAL CREATIVE
2021 - 2023 DIGITAL CREATIVE
2017 - 2021 PRESENTATION DESIGNER

Creating, storyboarding, and editing marketing, training, and how-to videos for big-name automotive brands: mainly epic event opener videos, animations, and product walkarounds, always built with translation and localisation in mind. Building presentations: from high-level, early-stage events to annual business conferences; dynamic press launches and influencer events to product training for dealers. Designing customer-facing e-guides and dealer-facing e-learnings, plus utilising technologies like Synthesia and HeyGen for ease of video translation and voice generation.

RANKIN

2017 STUDIO ASSISTANT

Maintaining the studio and HUNGER Magazine office areas to a high standard, organising camera and studio equipment, running studio-related errands, and assisting Rankin on shoots for very high-profile clients.

KREAM/KARMARAMA

2015 - 2016 RUNNER

Training under the camera department whilst completing my apprenticeship. Attending shoots in studio and on location as a runner, sound recordist and camera assistant. Shooting stills for PR purposes, filming vox pops and pitch films for internal use and as social media content, managing Kream's website and social media, maintaining camera equipment, assisting castings, wardrobe fittings and location recces, and sourcing shoot food, vehicles, equipment, and props.

FREELANCE

2015 RUNNER

Juggling school and a part-time job with assisting camera crew on music videos, tour visuals, and commercials.

EDUCATION

CREATIVE & DIGITAL MEDIA ADVANCED APPRENTICESHIP
2015 - 2016

GREAT BADDOW HIGH SCHOOL & SIXTH FORM 2008 - 2015

SOFTWARE

Premiere Pro
After Effects
Illustrator
Photoshop
InDesign
Lightroom
Audition
PowerPoint
Excel
Word

SPECIALITIES

Beat-matched, music-driven edits
Visually engaging presentations utilising motion
Sourcing relevant imagery and footage
Understanding and breaking down complex content
Snappy, grammar-obsesssed copy
Regimented file organisation
Client communication

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