

# Alex Falconer

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Vimeo: <https://vimeo.com/alexfalconer/videos/all>

I am an experienced Director that has worked on commercial, fashion and short film shoots. Furthermore I have over 2 years of experience running a company.

## Skills

- Concept development.
- Directing talent.
- Writing scripts.
- An eye for detail.
- Leading meetings.
- Delivering to a brief.
- Pitching for projects.

## Experience

- Selected works as Director.

Role	Project	Synopsis	Date
Writer & Director	Do it Better	Advertisement for the Sportswear Design course at Falmouth University. Talent included olympic 10m diver Sarah Barrow.	October 2016
Writer & Director	Fashion Design 15/16	Showcase film for the Fashion Design course at Falmouth University. Talent included IMG models.	March 2016 - May 2016
Writer & Director	Sportswear Design 15/16	Showcase film for the Sportswear Design course at Falmouth University. Talent included IMG models.	March 2016 - May 2016
Writer & Director	Synthetica	Award winning short film depicting a dystopian future. Won 2 awards, nominated 6 times and officially selected a further 5 times.	February 2015 - May 2015

- Company History

## Regime | Chief Operations Officer | June 2016 - December 2016

Regime is a creative agency that specialises in fashion and brand film. As well as my role as Director on selected projects, I was also the Chief Operations Officer. The

main highlight for me in this role was taking the company from a startup to a six-figure organisation in just 6 months.

My position required me to oversee the following.

- The day to day running of the company.
- Strategic planning.
- Coordinating departments.
- Meeting with clients.
- Sourcing new clients.
- Putting together proposals for new work.
- Recruitment of new personnel.

### **System Error Studio | Creative Director & Producer | October 2014 - June 2016**

System Error Studio was a video production company that worked on commercial, corporate and music video. After 20 months we folded the company in order to join the newly formed Regime.

My position required me to oversee the following.

- Sourcing new clients.
- Concept development.
- Organising shoots.
- Running sets.
- Putting together proposals for new work.
- Putting together crews for shoots.

### **Education**

#### **September 2012 - June 2015**

Falmouth University  
BA (Hons) Film (First)

#### **September 2010 - June 2012**

North Warwickshire & Hinckley College  
BTEC Moving Image National Diploma (Distinction)

### **References**

#### **Josh Butcher**

Director  
Regime & Joint Effort Studios  
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**Jez Marshall ADA**

Producer & First Assistant Director

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