

## Jennifer White

Location: Cheshire

Telephone: 07734 329508

Email: jen\_leng48@hotmail.com

### Professional Profile

A strong and dedicated company director with over 12 years of experience in the media industry. Throughout this time, I have honed my skills and ability in engaging and growing strong relationships through strategically built networks. I am innovative and driven with a passion to seek out likeminded talent pools in the regions to enable the development of quality productions.

### Motivation

My time as a company director with Suz Cruz North has allowed me to further develop the relationships during my earlier years as a freelancer in the production and directorial departments. I understand the importance of recognising key skills in people so as to meet high standards set by the production. Taking these skills and indeed the networks I have developed I am seeking to further the offering and client base in and around the regional media that I am passionate about.

### Career Summary

2016 – To Present Owner Director Film Manchester Ltd and Suz Cruz North Ltd

Experienced gained:

- Creating and developing an excellent understanding of the production crews available in the regions.
- Growing a directory of people from zero to 500 in three years.
- Managing a small business to include accounting processes, website creation and start up logistics.
- Identifying key events for marketing and distribution.
- Managing personal time to meet demands of a 24/7 industry.
- Developing a subscription service motivating a turnover of £60,000 per annum.
- Crafting CV's with new subscribers so as to increase screen appeal.
- Encouraging key relationships with nationwide production companies to ensure return custom.
- Interviewing and hand selecting experienced crew for the database.
- Managing subscription payee's diary and negotiation regarding daily rates of pay.

2012 – 2016 'Stockyard North' Part time 'Book Keeper'

Experienced gained:

- Engaging with start-up company to develop accounting processes
- Invoice control, using 'Dimentions' accountancy package.
- Systematically dividing my time to engage with three separate departments to ensure smooth financial transactions.

2009 – 2012 White Noise Productions

Experienced gained:

- Working to requirements of company directors and developing further ideas discussed.
- Delivering production-based services to meet strict timelines.
- Introduction meetings with potential clients.
- Account handling from initial creative meeting through to delivery of edited content.
- Liaising with media buyers to ensure the best financial outcome.
- Occasional 'Clearcast' use to ensure suitability for screen content

2002 – 2012 Various Film, TV and Commercial credits as a 3<sup>rd</sup> assistant director to include:

BBC - Survivors

The Fattest Man in Britain

Babycow - Ideal

ITV – Mobile

BBC – Synchronicity

Red Productions - Dead Clever

ITV - Cold Blood

ITV - Jerry Springer

### **Additional Information:**

Trustee of a community project

Full clean UK Driving License

DBS certificate

### **Education Qualifications**

Degree in 'Media Production' 2002 - Salford University

7 GCSE's to include English, Maths,

### **References Available on Request**

Sue Yardley – Owner of 'Suz Cruz'

[sue@suzcruznorth.co.uk](mailto:sue@suzcruznorth.co.uk)

Bernard Kay – Owner Kays Catalogue

[bernard@kays.co.uk](mailto:bernard@kays.co.uk)