

Andrew Carolan

PRODUCER/DIRECTOR

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Experienced Writer/Producer/Director of TV & film specialising in factual, commercials, promos and branding films for a wide range of creative agencies, production companies, charities and brands.

Combining a hands-on ability to craft strong stories from a wide range of materials, edit producing factual long-form and short form content, directing on location and in studio, handling a wide range of contributors, as well as writing strong narrative, and experienced in all post-production techniques. Confident editor (Premiere) and self-shooter, as well as adept in managing budgets, schedules and communicating with a wide range of cultures.

Employment History:

2018 – 2019 **Creative Director: 3Screens Celebro**

Joined 3Screens Celebro in-house creative agency to lead wide range of client solutions, in advertising, editorial content, online sites and design.

- Rebrand of the Making it Big in London show for London Live
- Launching online TV channel in partnership with Reuters
- Wrote, edited and directed numerous TV shows and commercials for Odeon, YouGov, Enterprise National, Carlauren, Klevio & Percol.

2016 – 2018 **Head of Video: Key Creative**

Hired by Key Creative to recruit, train, and manage staff to film, edit and colour grade outsourced video content for Red Bull Media Hub & Getty Images stock library.

- Launching a new video department, recruiting, training and managing 22 staff, and grow and expanding the client base across Europe.
- Successfully setting up department technical and creative workflows, management of edit suites, managing workload and schedules, production, editing, grading, quality control of output.
- Expanded output with a newly added client, and grew the company in adding other reputable clients to the company.

2010 - 2016 **Freelance Writer/Producer/Director** (andrewcarolan.com)

Extensive list of credits working with agencies, production companies and direct with clients on a wide range of films for TV broadcast and online platforms.

Highlights include:

- Produced award-winning online commercial for Ferrari 'California' for AKQA Advertising agency.

- Launching online TV channel for HSBC implementing portal design as well as shooting short films and edit producing films from their archive.
- Writer/Producer on corporate films, including for HSBC, ExxonMobil, England Rugby, Oxford University, involving comedy, drama, documentary genres.
- Wrote, edited and directed numerous TV commercials for Top Shop, Lucozade, Cadbury's, SMA, Volkswagen & Unilever.
- Developed award winning commercials for advertising agencies; Saatchi&Saatchi, AMV BBDO, Publicis, M&C Saatchi, adam&eveDDB, BBH, Ogilvy Redworks, AKQA, Mother & WCRS.
- Devising and implementing creative solutions for charity/education sector. Including Microsoft CSR films, and delivering young-people film-training schemes.

Previous career

As a Senior Creative working for a wide-range of global online broadcasters, including:

2008 – 2010 Senior Video Producer, BrightTalk

- Joined the production team, leading creative teams to make BrightTalk a top-10 online business channel in all major markets. Overhauled design and video content, and managed external production contracts across numerous local language channels.

2006 – 2008 Video Producer, HSBC

- Hired to commercialise the channel's expansion and commercial performance. Oversaw re-branding and launch of new digital channel HSBC Live, and shooting hosted evenings with range of employees and senior global executives.

Prior to that I was Client Manager, SDI Media

Hired to oversee the **Discovery** and **Animal Planet** accounts, for broadcast localisation of program content across Europe.

Started career with **Molinare** production company, assisting the **Head of Production**, before being hired as **Assistant Producer** to work on a portfolio of successful factual entertainment shows with **Endemol**.

Education

2:1 BA Hons degree in Film and Music, Brunel University

Professional Affiliations

BECTU

Directors Guild

Qualifications

Leadership: Heart of Effective Leadership, Switzerland; Powerful Communication for Creative Directors, IPA

Production: National Film & TV School 'Directing Actors' course; BAFTA 'Screenwriters Workshop', Script Factory Script Development, BBC Academy 'Single

Camera Directing' course, National Film & TV School 'Producing Documentaries'
course.