



Eleanor Alderton

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PERSONAL PROFILE & HIGHLIGHTS

I pride myself on being self-motivated, able to work quickly and efficiently, with a strong eye for detail and accuracy. Whilst supporting the team, I'm able to provide creative suggestions and original content ideas. I have excellent organization and time management skills with a proven ability to meet deadlines.

With a professional appearance, I enjoy working with people and have excellent interpersonal and communication skills, enabling me to interact with others in a helpful and cheerful manner.

I have recently assisted on a music video that covered full production, from initial call sheets to safety Covid19 procedures, crew set up and shoot management.

WORK PRACTICES & AREAS OF INTEREST

My passion is advertising photography, from the initial creative ideas through to the planning, production, set-building and final imagery. From start to finish, I'm competent, reactive, focused, detail orientated, flexible and capable of using my own initiative as well as taking direction.

I enjoy the entire photographic practice but am particularly interested in the pre-shoot aspects of collaborating with creative individuals as a team to design, organize, plan and produce photoshoots to an impeccably high standard. With a willingness to learn, I work well under pressure.

With my positive 'can-do' attitude, pleasant manner and professional demeanor, I'm able to bring together the right people with all the desirable skills onto the project. With my focused attention to detail, accuracy and quality, I'm organized and independent, taking direction whilst offering solutions.

Being digitally literate, I also have the knowledge and experience in editing photos to a high standard. I understand the full photographic process and requirements to produce a commercially successful product.

With a desire and imagination for creating commercially aware campaigns, I relish the opportunity to enhance my advertising photography skills and expertise.

WORK EXPERIENCE

Production Assistant: Guvna B music video (These are the days)

Working for Ade Mogaji, on the music video for Guvna B, I assisted throughout the entire production process. This included pre-shoot schedules, call and unit sheets as well as Covid19 procedures and forms, to on the day assistance with crew set up, management and problem solving, ensuring the two-day shoot ran smoothly, without problems and to schedule.

Book Cover Photographer: 'A Home to Cherish' book (ga-interiors.co.uk)

I worked as the producer and photographer for 'A Home To Cherish'. My cover image was published after photographing a campaign for an interior design book 'A Home to Cherish', which is in print on Amazon.

Photography Assistant: Yolande DeVries (yolandedevries.co.uk)

As an assistant on personal branding shoots, I was responsible for aspects of photography preparation, such as styling, garment steaming and organization, assistance with kit and client support. I was also asked to create informal 'behind the

scene' shots of the photographer for social media. I followed up the branding shoot with business admin and content production, preparing and updating images for the website and client portfolio.

Photography Assistant: Chris Christodoulou (photochris.co.uk)

Photographer's assistant at several large events, including the BBC Proms, The Honorable Society of the Inner Temple and London Theatre performances. I created set-ups, organized large groups for shoots and took professional photographic images to showcase the event. This broadened my photographic skills of working in poor light and confined spaces with fast paced movement. It also widened my people skills, enabling me to interact, assemble and connect with large groups of people in a calm, polite and helpful manner.

I have also worked in a variety of customer service roles:

Sept 2019- Present	Bar Staff (The Goat and Tricycle, Bournemouth)
Mar 2018 – Sept 2019	Waitress (Zizzi's Restaurant, Bournemouth and St. Albans)
Nov 2017 – Jan 2018	Store Staff (Papa John's Pizza Delivery, Bournemouth)
Jun 2017 – Sep 2017	Bar Staff (Beech House Bar & Restaurant, St. Albans)
Jan 2017 – Jun 2017	Waitressing (Chiquito Mexican Restaurant, Bournemouth)
Dec 2016 – Jan 2017	Event Waitressing (Best Parties Ever, Southampton)

These roles have broadened my interpersonal skills, giving me a high level of responsibility, customer liaison, time management and social interaction.

TECHNICAL SKILLS

Photography: Adobe Photoshop, Lightroom, Bridge, Premier, InDesign, Apple Mac image manipulation.

Photographic Equipment: Profoto, Broncolour, Manfrotto, Epson, Canon, Nikon, Phase.

Business and Computer Skills: Business administration, MS Word, Excel, Outlook, PowerPoint.

EDUCATION

Sep2017 – Jun2020 BA(Hons) Degree in Commercial Photography (AUB, Bournemouth)

- I have recently completed a 3-year commercial photography degree course, at AUB, successfully achieving a 2:1 with my specialism on studio advertising.

On my degree course, I created, organized and photographed a wide variety of advertising projects covering both still life and editorials. I produced bright and bold images in a sleek, graphical and modern style.

Still life campaigns focused on (i) driver safety, by raising awareness around the dangers of drink driving, driving when tired and using a mobile phone when driving, (ii) colour in the home that encouraged homeowners to be creative, playful and experimental with paint and (iii) smear testing that aimed to reduce any fear and uncertainty for young women.

Editorials have explored (i) the history of a fashion staple, inspired by an iconic shoe, investigating how it's been worn and styled throughout the decades, (ii) childhood hairstyles, looking at retro school photographs and the right of passage of having your hair styled by your mum as a child, and conveying those styles in young adulthood and, (iii) mix and match tableware to showcase how second hand vintage crockery can be given a new lease of life and restyled for a modern setting.

Sep2016 – Jun2017 Diploma Art & Design Foundation Studies, Media (AUB, Bournemouth)

- A 1-year foundation course in media studies with a focus on photography and an understanding of moving image techniques.

Sep2014 – Jun2016 A Levels (Loreto College, St. Albans)

- Photography, English Literature, Psychology

Sep2009 – Jul2014 GCSEs (Loreto College, St. Albans)

- 11 GCSEs including Math, English, Science

ADDITIONAL SKILLS

I have a full clean UK driving license and a car, I am fully DBS (CRB) checked and clear.