

Alex Gretton

Producer / Camera Operator

Profile

I have worked in TV and Digital Media for eight years, creating high-end content for a wide audience. In 2019, I was part of a small team who created content which generated 60 million views for Playstation (Gran Turismo). I have now branched off in starting CineNorth creating high end video for a range of clients. I have a fine eye for detail which enables me to turn briefs into polished and exciting high-end work. I thoroughly enjoy my profession and therefore I am totally committed to my work and my career. I consider myself friendly, outgoing, confident and an excellent communicator.

Contact

07435 287401
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Skills

Creativity & Problem-solving
Technically-minded
Directing
Camera Operator
Managing Production Teams
Directing GFX
Audio Engineers
Camera Assistant
Lighting

Adobe Suite
DaVinci Resolve
Varicam LT
RED
Arri Amira
Sony FS7

Work Experience

- 2021 till present **CineNorth**
Producer/shooter, New fresh production company in North Yorkshire. Creating a wide variety of video for a range of clients.
- 2020 - 2021 **Stickyeyes**
Senior Producer, heading up the video team.
Producing videos for Arla, Guide Dogs, LG, Etihad Airways.
- 2018 - 2020 **Engage Digital Partners**
Content Producer for Sony Gran Turismo filming in over 8 locations: Paris, Nurburgring, New York, Red Bull Hanger 7, Tokyo, Monaco and Sydney. Other clients included Xbox Forza, World Rugby, World Horse Racing, Godolphin and Goodwood.
- 2013 - Present **Golden Ratio Productions**
Owner, started my own company, pitching and creating films, advertisements and music videos.
- 2018 - 2019 **Brentford Football Club**
Camera Operator, shooting home and away games, creating highlights packages for Brentford FC's social media channels.
- 2017 - 2018 **Barclays / Electrosonic**
Producer, pitching and producing advertisement content for various departments in the bank, boosting their online presence throughout their social media platforms.
- 2017 **Chelsea Football Club TV**
Camera Operator, for their Club TV channel, conducting interviews with Antonio Conte and their first team players.
- 2017 **Tape London**
Producer, creating music videos and filming with artists such as Drake, Conor Maynard and Leon Thomas.
- 2015 - 2017 **Shimano Europe**
Media Producer, pitching and producing online content & DVD printing for the fishing and cycling market.

Video Production Achievements

Damon Hill – Etihad Airways 360 Videos
<https://www.etihad.com/en-gb/abu-dhabi/formula-1>

Forza Horizon 4 trailer Ken Block – Goodwood
<https://youtu.be/hyLBX5aiOfM>

Forza Horizon 4 McLaren Senna
<https://youtu.be/TBixbDea1o8>

Lewis Hamilton Gran Turismo Sport
<https://youtu.be/p5W-s6B4aRM>

Education

- 2011 – 2014 **Regents University London**
Second Class BA (Hons) in Film, TV and Digital Media Production
- 2009 - 2010 **York College**
Diploma in Creative Media Production