

Personal Profile

I am a videographer who's passion is to create pieces that capture viewer's attention long after watching. I have directed over 20 productions including short films, music videos, and adverts, working with a multitude of clients. I am well versed in all of the roles associated with videography, and have received a BAFTA Albert accreditation. My filmmaking ethos is to powerfully impact my audience in an unforgettable, emotional way, helping me win awards such as 'best cinematography', and 'best music video' at the LAU screening. Graduated with first class honours in Filmmaking at Leeds Arts University.

Selected Filmography

Franklin & Sons Spec Advert - Director, DOP 2025
A projected budget of £5.5K, stretching it to create a mouth-watering advert. Won 'Best Cinematography' at LAU screening

The Thread (Narrative) - Director, Editor 2025
Working extensively with actors to deliver a poignant short drama film, was shortlisted at LAU screening

'Blew it!' Music Video - Director, Colourist 2025
A performance based music video, with a repeat client, and a small crew. Won 'Best Music Video' at LAU screening

Minds Alive Music Video - Director, DOP 2024
Working with an extremely limited crew to create a Jazz House music video with abstract themes.

'Ophelia' (Narrative) - Director, Editor 2024
A psychological drama short film, working with an actor and a crew of 6 in difficult environments such as an outdoor pool

'Canvas' (Documentary) - Director, Editor 2024
Short form experimental documentary, done as a solo project, excluding a DOP for interviews

Enfronte Fashion Film - Director, Editor 2024
An advert-like film, working with 5 models, and liaising with the creative director of the brand to ensure their vision was applied correctly

Maybelline Mock Advert - Director, DOP 2024
Directing an eyeliner advert with a very small crew within a quick turn around time of a week

PINK Mock Pitch Film - Director, Colourist 2024
Directing a small crew as well as 3 models to create an advert-like video for a marketing project to rebrand Victoria Secret PINK

Juicy Jukebox - Videographer 2024
Creating 2 short and snappy 30sec promo videos for a DJ events brand shot solo during live events and edited and graded by me

Technical skills

Camera: Canon C500, Canon R5 C, BlackMagic Ursa (4K+12K), BlackMagic PCC, Panasonic EVA1, Panasonic S5, Panasonic R7,

Grip: Ronin Gimbal, DJI Ronin 2, Tilta float, SteadiCam, Easy Rig

Lighting: ARRI Skypanels, ARRI Spotlights, Dedo light kits, Aperture Infinity Bars, Aperture MC Pros, Kino Flo

Editing: Davinci Resolve, Premier Pro

Education & Qualifications

- Albert BAFTA certified
- 2022 - 2025 BA degree in Filmmaking at Leeds Arts University
- Film studies A level (A*)

Link to 2025 Showreel:

<https://youtu.be/T8myPJEpF1c>



Sasha Giffoni

FILMMAKER & DIRECTOR