

Rob Finlay

+44 (0) 7961 451 912 | robfinlaycouk@gmail.com | [linkedin.com/in/robertfinlay](https://www.linkedin.com/in/robertfinlay)

Personal Statement

Communications specialist for 15 years, advising businesses including KPMG and Thales. Qualified Prince2 Practitioner with a track record of delivering award-winning campaigns. Can quickly identify a clients' needs and provide content solutions that increase audience engagement and meet strategic objectives. Boosted CIMA's social media video engagement by 200% in 3-months.

Experience

Written Records Ltd.

Communications Expert & Content Producer

2019 – Present

- Distilled the complicated case of an elderly victim of financial abuse spanning years into a 7-minute documentary and four social videos for the charity South Essex Advocacy Services.
- Mentored 19 local councillors from across the UK as one of the Local Government Association's media communications experts during the 2-day Next Generation Programme 2020.
- Facilitated professional portrait photography for Meinhardt UK's 100 UK staff.
- Designed an award-winning case study detailing how Hertsmere Borough Council's Community Safety Partnership team resolved a multifaceted hoarding and anti-social behaviour issue.

Chartered Institute of Management Accountants

Video & Multimedia Producer / Director

2018 – 2019

- Established the organisation's first UK Video & Multimedia department. Worked in partnership with the Facilities and IT teams to designate a studio space and procure over £100,000 of equipment.
- Collaborated with 10-member cross-functional (brand, communications, marketing) team to create content for the *Future of Finance* campaign launched via digital billboards across the country.
- Spearheaded design of social video templates optimised for YouTube, Instagram, Facebook and LinkedIn, leading to an increase in engagement measured at 200% by the social team.
- Supported Senior Producer to deliver over 2,000 pieces of branded digital content in support of the business's strategic initiatives, including educational and conceptual programs, live webcasts, and updates for the institute's 600,000+ members.

Elstree Film Design Ltd.

Senior Producer

2012 – 2017

- Founded kid's film competition *A Sense Of...*, raised £75,000 in sponsorship from Creative England, Warner Bros. Studios, Spotlight and Elstree Studios. Publicised brand to journalists and social influencers, leading to 120 press and blog articles, social reach over 7 million and half a million views online. Won a Hertfordshire Business Award.
- Liaised with stakeholders to organise a reconstruction of an in-store armed robbery for Dixons Carphone. The groundbreaking film transformed staff training in over 1,000 stores.

Solutions Ltd.

Creative Director

2009 – 2011

- Started a new media department for the firm, identified growth opportunities and personally attained £350,000 of contracts, which accounted for 70% of turnover.
- Directed an integrated communications campaign for KPMG called *Project Loop*. Created video, web and print collateral, shown on the London Underground and featured in The Telegraph.
- Storified abstract engineering concepts in three compelling films for Thales screened to heads of state at DSEI Expo. Recruited and led 20 contractors during production.

Previsualisation Ltd.

Producer

2003 – 2009

- Negotiated terms with Tony Robinson's agent to book a voice over for a 3D animated educational DVD *Recycling Land*.
- Planned 3D animation for in-store product promotion to unveil a new trainer designed by Puma & Alexander McQueen.
- Co-ordinated conceptual artwork used to plan McDonald's TV commercial *The Great Escape*.

Education / Certifications

- PRINCE2® Practitioner
- BA (Hons) Archaeology 2:1 - Bristol University
- A Level's: Photography (A) English Literature (A) History (C) Chemistry (C) Biology (C)
- GCSE's: 11 subjects including English, Mathematics and Science (A-C)

Awards

- Hertfordshire Business Awards 2015: Commercial Business in the Community Award Winner
- Marcom Awards 2015: Platinum - Essex Wildlife Trust educational animation *Woody's Tale*
- Creative East Awards 2007: Best Non-Broadcast Winner - Veolia *Recycling Land*

Skills

Content Production | Project Management | Communication | Building Relationships | Stakeholder Management | Storytelling | Videography | Copy Writing | Presenting | Emotional Intelligence

Software

Adobe Creative Cloud | MailChimp | Survey Monkey | WordPress | HubSpot | ON24 | Wirecast | Brightcove | Monday | Office 365 | SharePoint | Microsoft Teams | Skype | Zoom | Yammer

Interests

Songwriting | Fiction | Poetry | Circuit Training | Plant-Based Cookery | Photography | Adventure