

Lee Ford: Resume

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I am a working director & producer with over 17 years of programming and production experience and dozens of credits for broadcast, music videos, corporate films and TV commercials. I have previously produced a range of programmes for various production companies both in the UK and Irish Republic.

I have a professional attitude and practical knowledge of the television industry on most levels and I have strong people management skills. I can confidently manage and oversee a busy production department and the work I've produced is always creative and innovative and has never failed to leave a positive impact on both audiences and clients.

Personal Strengths

I pride myself on a wide degree of creativity and latitude.

I am familiar with a variety of the field's concepts, practices, and procedures.

- The ability to oversee each project from brief to completion and ensure that the correct resource is being allocated to each project, that individuals are working to capacity to the best of their ability so that the production and company is running smoothly and profitably
- I am a problem solver with good communication skills and expert knowledge of television programme creation.
- I rely on my extensive experience and judgment to plan and accomplish my goals.
- Comprehensive knowledge of the production and the creative processes

I am able to teach my area of specialism across a range of platforms and to apply interdisciplinary approaches to learning that reflect industry practice and a convergent media environment. I will use variety of methods including workshops, studio production, lectures, presentations, group seminars, field trips and visits.

I place a strong emphasis on student support, employability and transferable skills as well as being able to manage the full range of tutorial support, employer engagement, student support and guidance and administrative tasks associated with the role.

Strong studio experience and organisational abilities, including the ability to manage Crews, talent, assign tasks, forecast workforce needs and work with other department heads

The ability to convey ideas and inspire others as well as the ability to translate clients' ideas into meaningful creations

As a producer I have good communication skills that make me confident when liaising

with clients, building relationships and managing projects from conception through to delivery.

360° mastery of agency scope: strategy, planning, creative, production and a collaborative work ethic an entrepreneurial spirit and a passion for the communications arts.

Excellent presentation skills; experience working with clients

The ability to manage multiple projects simultaneously while creating a range of concepts for each project

RELEVANT EMPLOYMENT

2012 to Present Freelance Director/Producer

I am currently in freelance situation producing and directing commercials for Television, corporate clients and On-line use with several advertising and branding agencies.

2009 to 2012 Senior Producer/Director Logistik Ltd

As Senior producer for the Leeds and London based creative & production company that specialising primarily in Corporate video I was responsible for liaising with clients, building the accounts and managing projects from their conception through to final delivery. As one of a small but busy production team I was managing a variety of different sized projects for such clients as Lloyds banking group, M&S, BUPA as well new brands with considerably smaller budgets. My tasks included; Client relationships, developing and contributing to pitch proposals. The Planning of productions, and over seeing postproduction.

2008 to 2010 Freelance Director/Producer

I am currently developing and directing creative and stylised commercials for Television and On-line use with several advertising and branding agencies.

2007 - 2008 Head of Production Gel Media Ltd

As the head of development at GEL Media in Sheffield, my duties consisted of developing and originating stand-alone programmes and series ideas as well as an in house Director and Producer.

- I was responsible for all the companies' program production activity.
- The main focus on developing television production in areas such as drama, comedy, and factual entertainment.
- The intent was over time to develop a portfolio that would include production for radio and new media creation.

2003 –2007 Head of Creative Production Televideo Productions

My duties consist of developing and originating stand-alone programmes and series ideas as well as developing relationships with broadcasters and commissioning editors. Other duties include over seeing production as the in house director/producer on special projects predominantly for SKY Sports.

- Responsible for production on a variety of programming, chiefly the highly successful netball series for Sky Sports.
- Managed the production crews, design team, allocated work and monitored project development.
- Ensured projects were delivered on time and to budget to the broadcaster
- I was responsible for directing the organization's operational policies, objectives, and initiatives.

2001 - Oct 2003 Freelance producer & director.

Since September 2000 I worked for various production companies developing and filming a variety of programmes, commercials & music videos production company notably I wrote and directed a two year documentary on the life of Daniel O'Donnell, the Irish singer for RTE and PBS.

In 2003 I shot my first feature film POE a musical based on the life of writer Edgar Allan Poe for Woolfson Productions.

1998 – 2001 Head of production. Bloomsbury Media.

- I facilitated the efficient and effective running of production, from concept to delivery with clients that were the industry leaders in creative broadcasting.
- I responsible for the organization of the production team and the facilities to ensure the effective provision of production to clients & broadcasters.
- Manage day-to-day activities including; recruitment and selection of crew, budgeting & scheduling. a small team of 4 full time staff and a plethora of freelancers.
- Worked closely with the accounts team to manage client expectations
- Wrote and directed projects.
- Responsible for concepts, execution and production functions
- Produced & directed A Personal Journey for RTE – the highest views standalone programme in Irish broadcast history. Nominated for and Irish BAFTA.

Wildlight Media: Creative Director

An innovative and high-quality production company working with the corporate sector, music videos and commercials.

- I was responsible for a wide range projects from big budgets with traditional spots to those that required creative producing and resourceful budgeting.
- Responsible for managing clients
- Worked closely with agency's Creative Director to develop creative concepts
- Produce, direct and write
- Developed an eclectic range of projects.

June 1987 – July 1990 Freelance Productions

Production Assistant: Music videos

1990 – 1991 Paragon Pictures

Commercials, corporate videos and sell through productions.

1991 Televideo Productions

Director – TV commercials

1994 - 1998 Wildlight Media

Producer and director of various music videos, documentaries & commercials.

Broadcast Credits

Corporate Clients

To many to mention but include:

BUPA

Lloyds Banking Group

Royal Bank of Scotland

Unilever

Swiss Re

The Balhousie Group.

Feature Films

2010	Blood Brothers	Drama Direct	Co-Director - Mark McGann
2004	– POE (Completed)	Woolfsong Productions	Director

Commercials:

2012	Killgerm	HD	Director/Producer
2011	Llyods TSB Voice of the Customer	HD	Director
2010	Care Is 10	HD	Director
2010	Yorkshire Injury Lawyer	HD	Director/Producer
2009	Bonmarchie	HD	Director
2009	Care Is... Campaign	HD	Director
2009	Ozie Trainer	HD	Director
2008	Cash for Kids	HD	Director
2008	GEM Vending	HD	Director
2006.	Thorntons: Lives MindShelf Productions	S16mm	Director
2005.	Thorntons: Generations. MindShelf Productions	S16mm	Director
2004	Enhance; Enhance Beauty CBF MEDIA	DigiBeta	Director
2003.	Thorntons: Your Scotland for MindShelf Productions	S16mm	Director

2001-V Shop: Our Price/Virgin relaunch Mezzo	S16mm	Director
2001-Trevor Sorbie: Smooth Bloomsbury Media	Digi-Beta	Director
2001-Bentley (Car Porn) New Media	Digi-Beta	Director
2000-Pernod: Party Town Limelight Pic	35mm	Director
1999-JCT Brooklands Bloomsbury Media	Digi-Beta	Director
1998-BBC Radio: Essential listening BBC	Digi-Beta	Director
97-2000-Coldseal: (Various)		Director
1997-Shine 7 Mezzo	S16mm	Director

Music Videos:

2012 Down N Outz Funeral for a friend	HD	Director
2011 Down N Outz Good Times	HD	Director
2011 Down N Outz Overnight Angels	HD	Director
2010 Down N Outz England Rocks	HD	Director
2008 Sasha - Never let Me Down	HD/8mm	Director
2007 Laura – Rock Star	HD	Director
2006 – John Parr- Man in Motion 06	HD	Director
2006 – Kik – Define my love	Digi-Beta	Director
2004- Fish: Zoo Class	HDV	Director
2004- Bernie Nolan- Macushla	8mm/Digi-Beta	Director
2001- Lyric: Perm	16mm/DV	Director
2000- Arsenal; Number One	Digi-Beta	Director
1998- John Taylor; Hay Day	DV/16mm	Director
1998- Bolster; Devil	Beta	Director
1997- Magic; Bohemian Rhapsody	Beta	Director
1995- Etiquette; Everyone's a winner	Beta	Director
1994- Filter; Chrysler Building	Beta/16mm	Director
1994- Human League; Tell me when	35mm	Director
1993- White Nights	Beta/8mm	Director

TX: (Includes)

2011 Down N Outz Live	HD	Director
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2009 Toby Foster 'For One Night Only		Producer	Director
2009 Pro_Celeb Golf			Producer
2009 Muay Thai Promo	ITV 4		Director
2008 OBITS Comedy Pilot	BBC 3		Director
2008 Netball Super League Opening Titles & Promo			Director
2006-2008 Netball Super League	Sky Sports	Director/Features	Producer
2008 World Bowls Tournament Netball Super League			Producer
2007 World Bowls Tournament Netball Super League			Producer
2006 Liverpool classic Tennis Tournament	Sky Sports		Producer
2005 CelebPoker.com Challenge	(2 x series)	Poker TV/Sky	Producer
2005 Sport foundation: Africa	Sky Sports		Director
2005 Liverpool classic Tennis Tournament	Sky Sports		Producer
2005 International show jumping	Sky Sports		Producer
2004 Celeb Poker Challenge	Sky		Producer
2004 Chatsworth Horse Trials	Sky Sports		Producer
2004 Fish-Field of Crows	VH1		Director
2002 A Year of Hope	RTE -ABC		
			Director/writer
2002 Daniel Down Under	PBS		Director/writer
2000- Daniel O'Donnell: A Personal journey.	Documentary	RTE	
			Director/writer
1999 British Body Building	Sky Sports		Director
1999-Access All Areas. Pilot	Virgin		Producer/Director
99-2000 - REVS.	Granada	MM	Director/writer
1997-A Kind of Magic: Live (Ex members of Deep Purple, Uriah Heep, Queen tribute show)		DRF	Producer
1993-White Nights Rock festival	Russian State TV		Director

Short films:

Duped Co- producer - A short film shot on
16 mm

Scriptwriter:

Killing Time – Horror film – Ballpark Productions - optioned
Lipgloss: A drama/comedy feature. – A group of late twenty-somethings discover there is more to life than hedonism - Optioned
Producers: Liz Rymer and Colin Pons
Currently in development for Wildlight Films

Star Hyke: The pilot episode of a Sci-fi comedy – Episode 1# Time slipped!
Co-written with Katharine Wilkie
Producer: Jonathon Brown
Light Worx Productions

Lipstick-Killers (the misadventures of the New York Dolls)
A feature documentary on the notorious Glam- punk band from the 70's.
Producer; Liz Rymer.

Rising Star

A short film for (Film 4), A boy in the early 1960's builds a rocket ship to escape a bullying father.

Inseminoid 2: a sequel to the B-movie horror classic

Script for Richard Gordon films (Inseminoid)

The Lesser Evil: a comedy horror - a lesser demon falls in love with a human soul.

Treatment for David Michael's Filmworks (John Carpenters Vampires, Groucho and Me).

Radio broadcaster and journalist:

BBC RADIO Sheffield: 1996 to 2007.

Entertainments editor; QT Magazine. 1995

Lecturer:

Wea Sheffield: Scriptwriting workshop.

Rotherham Arts College: Film making master class.

Filming single camera drama.

Various: The art of storytelling in Music video