

RESUL KEECH

Writer/ Director/ Producer / Editor

Web-site: www.resulkeech.com

**Showreel available online*

Driving license: Full

I am a highly creative and versatile media and motion pictures professional, able to tell stories with moving images in an exquisite and exceptional way, with a clear understanding of the backbone of any narrative. I have a wealth of knowledge and a vast experience of many aspects of film and TV production, as well as hands on technical experience. I have written, directed, produced and edited many creative and innovative projects for big clients, including a number of commercials, promos, corporate films, short films and music videos.

Employment History	Net-A-Porter (<i>Video Producer</i>)	June 2013-Present
	Responsible for shooting online fashion videos for retail and commercial advertising. Managing and working with a small production team as well as working with other departments across studio platforms.	
	Key Responsibilities & accomplishments:	
	<ul style="list-style-type: none">• Working within the Product Video team alongside the Visual Merchandisers, capturing and editing digital video of Net-a-Porter products. Delivering beautiful imagery that accurately depicts clothing and accessories by accurately colour matching video footage to still images• Ensuring that all products are filmed correctly with consistency of lighting, styling and producing high quality colour corrected and balanced digital video footage.• Operating studio cameras, organising/logging rushes, maintaining a good Final Cut Pro 7/X and Colour workflow to match videos to retouched still images and NAP products. Export in appropriate formats for web use.• Maintaining an efficient workflow, meeting daily and weekly deadlines• Prepare sets, checking that all equipment is functioning, setting up appropriate lighting and keeping accurate daily capture records• Communicate and report workflow status to Senior Video Producer & Head of Studio Production on a daily basis• Accurately name and maintain digital asset files. Archiving footage to be easily accessed by other NAP departments• Ability to work well within a team and independently, whilst under pressure, with a flexible and creative attitude• Responsible for care and upkeep of all studio equipment, props and supplies• Ad hoc duties• Extensive experience and high technical proficiency using professional video cameras and nonlinear editing systems.• Good understanding of video technology standards including HD/SD, capture/media formats, aspect ratios etc.	
	QVC UK (<i>Promo Producer Director</i>)	June 2012-June2013
	Creating, producing, administrating and directing, on-screen promotions and projects for online web and live broadcast transmission. From initial ideas, scripting, pre-production, to filming onset and on location. Then working with post-production teams (editors, VFX artists, colorists, sound mixers/ designers and music composers) for final picture lock.	
	Key Responsibilities & accomplishments:	
	<ul style="list-style-type: none">• Creating and writing proposals/pitches with storyboards for all kinds of promos, viewer education's and other promotional material to enhance the sales of specific products and sales of products within programme hours.• Creating stings and interstitials, maintaining a distinctive creative look to enhance sales, and give QVC a visually competitive edge.	

- Directing studio and location shoots, log, offline edits, oversee online editing, and produce scripts and voice overs for promos, demos, insert material and viewer education's to enhance product sales.
- Liaise with, and attend Creative Planning meetings with relevant departments to ensure that produced material is aligned with the live sell of the product.
- Organize products, props, locations, models, makeup, transport and all other requirements associated with every shoot.
- Liaise with clients and customers regarding style, content and any other associated requirements.
- Coordinating crew and talent during shoots, ensuring their safety at all times, while directing the team to produce the required material within budget.
- Budgetary monitoring –agree expenditure for designated product area with Creative Producer or Promotions Manager, ensuring the best possible use of financial resources.
- Writing approval forms, Risk assessments, shooting schedules and follow-up administration according to QVC guidelines.

Freelance (Writer/Director/Producer/ Editor) Sept 2010-June2012

Working as an independent filmmaker making music videos and short films for film festivals and upcoming music artists.

- My projects have won awards and have been nominated for several national and international film festivals.

Education and Qualifications

Central Film School, London <i>Industry Filmmaking Diploma (MA)</i>	2009-2010
University of Hertfordshire <i>Software Systems for the Arts and Media BA (Hons) 2:2 (Film, music and multimedia industries)</i>	2002-2006
University of Hertfordshire <i>Engineering EIEF Degree Certificate in Engineering Manufacture level 2)</i>	2001-2002

Skills

<i>IT packages</i>	Microsoft Office/ Power Point / Movie Magic / Final Draft
<i>Editing programs</i>	Adobe Premiere Pro / Final Cut Pro 7 /X / Avid / Soundtrack Pro / Final Cut Color / Da Vinci Resolve
<i>Camera operator</i>	Canon XL2 / Sony z1 / Sony DSR / Sony EX3 / Super 16mm / Canon 5D/7D / Blackmagic Cinema Camera

References

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