

# Rich Edwards

## Self-Shooting P/D & Editor

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Showreel available at [www.pbshowfolio.com/richedwards](http://www.pbshowfolio.com/richedwards)

### Personal statement

*My aims are to learn from the best, work with the best, and endeavour to become the best in my field.*

Highly motivated and armed with a 'can do attitude', I have a decade of experience working internationally in broadcast and the corporate field. A documentary filmmaker at heart, I also specialise in sports programming and live events.

Owning a successful track record whilst working under pressure, I am entirely client focussed, results driven and meticulously detailed, placing huge emphasis on developing my working relationships using and friendly and interpersonal approach.

### Key Credits | Shooting P/D

- **Destination Titan** (1 x 59 min) Space Science Documentary – [BBC Birmingham](#)
- **Sports programming** (30 x 23 min) & (10 x 47min) Magazine & Competition – [Sky Sports](#)
- **Notting Hill Carnival** (1 x 7 min) Promotional – [Notting Hill Carnival](#)
- **Somersault Video Agency** (Multiple online) David Lloyd Leisure | GB Badminton | BT Sport Awards | GB Rowing | Tesco | Sport England | GB Archery |

### Achievements

- **Closely knit team:** In 2010 (to 2012) working with a fellow freelancer (And keen angler) we managed to produce forty episodes of Angling Championship and Fishing magazine programming broadcast on Sky Sports, and I was involved in all stages of production, editing & shooting content.
- **Reaching Titan:** In 2011, I produced 'Destination Titan' with fellow Producer Stephen Slater. Shot on spec, we took our idea to BBC Birmingham and pitched, winning a commission and the documentary was broadcast in 2011 on BBC4. I was involved in all creative, financial, and logistical decisions from conception to TX, and shot the film.
- **Somersaulting:** In 2012, I joined video Agency 'Somersault' in Cambridge as a Producer nine months after it's founding. I progressed to 'Senior Producer' in late 2013 as the company grew, and I was a significant factor in developing the output, contributing towards impressive client retention numbers, and the company's reputation as a multi award winning service.

## Work History

### Somersault (Sept 2012 to October 2014)

#### Senior Producer

Somersault are a **RAR** recommended and award winning video communications agency based in Cambridge, providing creative development, full video production services and strategic consultancy to a range of clients nationwide, and internationally. My responsibilities included:

- *Contributing to, managing, and following production processes from conception to delivery*
- *Multi project management under time sensitivities and hitting delivery*
- *Client liaison and Client management, incl. forging relationships quickly*
- *Working with clients on concurrent multi-platform media campaigns*
- *Scheduling filming, editing, and crew (Nationally and Internationally)*
- *Advising, working closely with, and updating account & production managers.*
- *Responsibly and creatively challenging the brief*
- *Concept creation (Narrative, format, GFX, archive usage, contributor / presenter selection)*
- *Casting (Actors / presenters / contributors)*
- *Understanding clients tone of voice, (Brand) guidelines, and their campaign requirements*
- *Sourcing Specialist Kit for hire or purchase internationally, and negotiating with freelancers*
- *Pitching, storyboarding, and scripting for VO*
- *Working closely with (and managing animators), and a variety of production personnel*
- *Directing skeleton, and larger crews (DOP, 1<sup>st</sup> AD), in addition to contributors and actors*
- *Documentation management (Risk Assessment, EDL's / Project briefs / Call Sheets, Cue Sheets)*
- *Recce's for live events, commercials, both in closed studio and in public areas*
- *Working responsibly for the company, and my colleagues.*
- *Our clients included: British Athletics, Sport England, Tesco, Bayer, TEDx, HP, and the NHS.*

### Freelance (2003 – Present)

#### PD, Camera, and Editor

I have worked freelance as a self-shooting PD and Editor since 2004, on a vast array of projects across a variety of platforms online, and broadcast across multiple territories. My responsibilities and experiences are as follows:

- *Sourcing and winning new clients, then negotiating rates, establishing role involvement, and agreeing kit requirements.*
- *Creating VT's for sporting events at major venues and internationally*
- *Liaising with the broadcaster / traffic on technical specification & content delivery*
- *Creating inserts for broadcasted programming on a regular basis*
- *Producing 23 minute, 46 minute, and 60 minute programmes, for clients such as BBC4 and Sky Sports, and produced content broadcasted on other platforms such as Wembley and ITV1.*
- *Travelling regularly, working on location extensively, and being flexible.*
- *Managing large amounts of data for programming on location, and backing up media*
- *Understanding and using a large variety of shooting kit (Lenses / recording media)*

## **Additional Production Credits:**

- **Editor** - Cage Warriors Channel 4 (2014)
- **Live Camera / ENG** – Clipper Race 2014 / BT Sport Awards
- **2<sup>nd</sup> Asst Dir.** – Tortoise in Love; Full Range Films (2011)
- **Camera** – Road to the Olympics - Sportsbrand Australia (2011)
- **Director** – British Quad Championships (2010-2013)
- **Film & TV Lecturer** – Yale College of Wrexham (2006-2009)
- **Producer / FCP Editor / Camera** – 483 Media Pro (2005 – present)
- **Production Asst** – BBC Radio Stoke (February 2004)
- **Production Asst** – Flog it! (November 2003)
- **Newsroom Asst** – North Wales Newspapers (August 2003)

## **Additional skills**

- Editing Software; FCP7 & X / Premiere Pro CC / Soundtrack Pro / DVD Studio / Compressor
- Currently Learning Avid Media Composer
- Video Kit; including Digi-beta, Sony XDCAM range 320, 500,800 , 5D MIII, Sony PMW 300K2, Sony FS700, Canon C100/300

## **Interests / Hobbies**

- I enjoy watching & creating documentaries, particularly involving historical events.
- I really enjoy socialising, and love meeting new people.
- I am a keen marathon runner; a watcher and partaker in motorsport, and all-round sports enthusiast.

## **References (Available upon request)**

### **1. Mr. Colin Miles (Managing Director)**

**Somersault**, 98a Hartington Grove, Cambridge, CB1 7UB  
07789 718045  
[colin.miles@somersault.tv](mailto:colin.miles@somersault.tv)

### **2. Mr. Ian Dewhirst (Producer)**

**Central Media Productions** – The Mill Studio, Blyton, Lincolnshire, DN21 3LY  
07779 290685  
[ian@centralmediaproductions.com](mailto:ian@centralmediaproductions.com)

### **3. Mr. Colin Parnell (Producer)**

**Fonix** - Sandbourne House, Dominion Road, Bournemouth, Dorset, BH11 8LH  
07810 552223  
[colin.parnell@fonix.co.uk](mailto:colin.parnell@fonix.co.uk)

## **Personal details & Education**

*Date of Birth: 23<sup>rd</sup> August 1983*  
*Marital status: Single*  
*Driving Licence: Full, clean*  
*Nationality: British*

*2002 – 2005 Staffordshire University*  
*1<sup>st</sup> Class Degree: Film, Television and Radio*