

# RICH WALKER

DIRECTOR & PRODUCER

[www.iamrichwalker.com](http://www.iamrichwalker.com)

I'm a passionate self-shooting director and producer with 8 years experience of producing and directing online films and social media content with budgets ranging from £1k to £100k. I enjoy being hands on, creating and developing ideas and scripts, as well as planning and organising productions and edits.

## Key Skills

- Self shooting producer with solid experience of using the Canon C300, C100, 5D and 7D; the Sony F55, FS700 and GoPro cameras. Produced shoots with Arri Alexa, Arri Alexa Mini, Red Epic, Sony FS7 and Canon C200 cameras.
- Creative thinker. Experienced scriptwriter as well as in developing ideas and concepts for videos, treatments, proposals, storyboards and shot lists.
- Proficient video editor with experience of Adobe Premiere.
- Experienced Edit Producer. Frequently manage teams of editors, colourists, visual effects artists and sound designers.
- Experienced in casting and working with name talent and social media influencers. Frequently liaise with agents and contract development and negotiation.
- Proficient with Microsoft Project, Basecamp, Smartsheet, Tom's Planner, Traffic Live and JIRA.
- Excellent knowledge of budgeting software such as Microsoft Excel and Paprika.
- Experienced Production Manager. Solid understanding of shoot logistics and all relevant documentation.

## Selected Professional Experience

- **Producer/ Director - Aston Martin: DBS Superleggera (2018)** - Produced and directed promo shoot in the California desert in support of the launch new car. Content used by global PR organisations, broadcasters such as CNN and motoring influencers: <https://www.youtube.com/watch?v=2ux7k9BXuml>
- **Producer/ Director - Holiday Inn: Run Club (2018)** - Produced and directed films to promote Holiday Inn's partnership with the London Marathon
  - Run club promotional video: <https://www.youtube.com/watch?v=2Y-t1jYABxE>
  - Quick fire marathon tips: [https://www.youtube.com/watch?v=3M\\_Inm7P274](https://www.youtube.com/watch?v=3M_Inm7P274)
- **Producer - Fast & Furious Live: Promotional Content (2018)**
  - Produced television commercial to promote live arena tour. TVC played out across Europe: <https://www.youtube.com/watch?v=mVBpQIXmoJg>
  - Produced behind the scenes content of the development of the show for YouTube channel: <https://www.youtube.com/watch?v=UnKGF6W7v9k>
- **Producer - The Week (2017)**. Writer, researcher and editor of news and current affairs reels for the magazine's social media channels. Videos ranged from between 30 and 60 seconds.
- **Producer - Centreport: Swipe - Red Consultancy (2017)**. Developed concept and produced video to highlight growing youth homelessness in the UK and how young people take drastic measures to get somewhere to stay. <https://www.youtube.com/watch?v=1AXUOysK9PY>
- **Producer - EDF Energy: Pulse Awards Featurettes - Red Consultancy (2017)**. Concepted, scripted and produced a series of social media videos documenting the challenges facing start up companies and how EDF Energy supports grassroots innovation. Also managed post-production and asset delivery
  - Detective Dot: <https://www.youtube.com/watch?v=B0gnsexfl8>
  - FutureHome: <https://www.youtube.com/watch?v=hEKlr47vyWE>

- **Producer - SlimFast - Red Consultancy (2017):** Developed ideas and concepts as well producing a series of social videos fronted by Alexandra Burke to support the launch new product launch.
- **Producer - Maxi Cosi: Drive Like a Parent - Red Consultancy (2016).** Concepted and produced video exploring the differences in driving styles between drivers who are parents and those who are non-parents. Also managed post production: <https://www.youtube.com/watch?v=cXiPmW348JQ>
- **Producer - Sanofi: Diabetes Highs and Lows - Red Consultancy (2016).** Concepted and produced social video as part of a PR campaign highlighting the challenges facing patients with type II diabetes in the UK. Also managed post production: [https://www.youtube.com/watch?v=H\\_1tnBLGCM4&t](https://www.youtube.com/watch?v=H_1tnBLGCM4&t)
- **Producer - Nike - Winner Stays - Dare (2016)** Produced series of social videos for a four-a-side football competition which took place at the Palais de Tokyo ahead of the 2016 European Championships. Led the project from creative and executional perspective as well as liaising with Nike's stakeholders internationally.
- **Producer - Pepsi Max - AMV BBDO (2015).** Concepted and produced content for Pepsi Max's YouTube channel. Developed videos through full production cycle. Projects included:
  - *Sports Mashups featuring The Sidemen.* We challenged YouTubers 'Miniminter' and 'TBJZL' to make a series of 'Sports Mashups', combining the best elements of two sports to create one ultimate challenge. Budget of £50k for each video.
    - Basketball Karts: <https://www.youtube.com/watch?v=6OTxC0FXnxE>
    - Zipline Football: [https://www.youtube.com/watch?v=h\\_ZMb84h35w](https://www.youtube.com/watch?v=h_ZMb84h35w)
  - *Festival Entourage featuring Jack Jones.* We gave festival-goers their very own celebrity entourage for an hour leading to an unforgettable festival experience. Budget £100k
    - <https://www.youtube.com/watch?v=uGeySW2d6cw>
- **Producer/ Director - M&S Bank - We Are Social (2015):** Developed ideas for and shot a series of eight new year 'life hack' videos for the #MakeaSwitch campaign to engage consumers with the brand. Content was a combination of action and stop motion.
- **Producer - British Gas - VCCP Kin (2014)** Concepted and produced videos to help promote and explain products and services to customers. Shot both on-location and in studio.
  - Our Boiler Range: <https://www.youtube.com/watch?v=0gdB8lh7BI8>
  - Controlling Your Heating: <https://www.youtube.com/watch?v=B2cwuFTPw4E>
- **Producer/ Director - Tottenham Hotspur Kit Launch Teaser - VCCP Kin (2014)** Produced and directed a video to showcase anticipation of Spurs fans based in Asia ahead of the 2014/15 Premier League season. Worked with entire first team squad to shoot video at training ground. [https://www.youtube.com/watch?v=o4bY8LXW8\\_0](https://www.youtube.com/watch?v=o4bY8LXW8_0)
- **Producer - Unilever - VCCP Kin (2014)** Concepted and produced videos for *Mark Sergeant's Knowledge Exchange*, a campaign promoting Mark Sergeant as the new face of Unilever Food.
  - Video: <https://www.youtube.com/watch?v=nybXirAL5ak>
  - Squid Dish <https://www.youtube.com/watch?v=Ugg0pww4DXY>
- **Producer - Mercedes Benz - Video Channel - Digital Annexe (2013):** Produced interactive online video tour of E-Class Estate and Saloon models. Managed the film pre-production process, including working with directors to develop treatments, film script, storyboards and shot-list development. Managed delivery through post-production, including voice over recording and associated royalties.
  - External tour sample video: [https://www.youtube.com/watch?v=w\\_fNhdpb764&](https://www.youtube.com/watch?v=w_fNhdpb764&)
- **Development Producer - Littlewoods - dot.talent (2012 - 2013):** Part of the production team which concepted and developed *Littlewoods Live*, a live one-hour branded content series for Littlewoods to promote their products. Series fronted by Myleene Klass, Suzi Perry, Laurence Llewelyn-Bowen and Sheree Murphy.
  - Highlights reel: <https://www.youtube.com/watch?v=Jo3WvWxn5fg>