

George Lyall CV



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Qualifications

First Class Honors degree in Film and Television Production Bucks New University (September 2017)	Level 3 Extended Diploma in Music Technology Triple Merit Stratford Upon Avon College
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Skills

Software
Adobe Premiere Pro Adobe After Effects Adobe Audition Adobe Photoshop Adobe Illustrator Adobe Lightroom Cinema 4D - <i>Entry level</i>
Camera's
Red Raven Canon C200 Canon C100 Sony A7S Mark II Range of Canon DSLRs

Recent roles

Company	Role	Description	Date
Foundry	Video Content Producer	<p>I currently manage and create the video content within the marketing team of global technology company Foundry. As the sole member of the video team I am very hands-on with the production of content, seeing it all the way from concept through to delivery.</p> <p>Throughout a typical month I will work on a range of content such as short form documentary style case studies, social media targeted launch videos, animated explainer videos, event coverage and a wide range of other content to support the marketing team. The majority of productions are kept in house which given the high workload and low resource requires me to uphold extremely good time and project management skills.</p> <p>When employed by Foundry I was tasked with bringing the video production in house and developing a clear and consistent style across all the video content produced. In addition to this I took it upon myself to overhaul the video equipment to make us as self-sufficient as possible, including implementing a secure and organised file server which links to the cloud and allows for remote access.</p> <p>Despite my core focus and speciality being post production my career focus has always been to ensure I have a rich knowledge of video production as a whole and my time spent managing and creating the video output for a global technology company has increased both of these exponentially.</p> <p>Key responsibilities</p> <ul style="list-style-type: none"> ● Planning and creating engaging, creative video content ● Creating the video strategy for marketing campaigns ● Managing video concepts from start through to delivery ● Produce, direct, film and edit video projects across Europe, America and Canada. ● Managing client relationships and collaborating on projects with some of the biggest film companies in the world including Pixar, Sony Imageworks and ILM. ● As part of the brand team I ensure all video content is aligned to our brand guidelines and core values. ● Working closely with our social media manager to create the most effective content for each platform. ● Reporting on video content performance on a weekly basis and presenting learnings to the wider marketing team. ● Managing freelancers when required on projects. ● Managing the video content for five industry leading visual effects tools all of which have differing marketing objectives. 	2019 -

		<ul style="list-style-type: none"> ● Keeping the video equipment up to date and of a high standard. 	
Nicely Done Productions	Video Editor	<p>I was initially brought in to Nicely Done Productions as a video editor and camera operator and as time went on I became more involved with the pre production of projects.</p> <p>During my time I worked on a range of marketing content from promotional videos, animated explainers, corporate talking heads and event videos for clients such as Virgin Media, British Gas, Microsoft and O2. Among many other skills I built on whilst at Nicely Done Productions the biggest was my 2D motion graphics skills.</p> <p>Key Responsibilities</p> <ul style="list-style-type: none"> ● Editing, animating and colour grading a wide range of content to tight deadlines whilst working to a high standard. ● Setting up and lighting on set or location. ● Filming on Red Raven, Canon C200 and Sony A7SII. ● Co producing a wide range of projects across the UK. ● Helping maintain client relations when on set or working on pre/post production. ● Helping cast presenters and actors for projects. ● Strictly managing time effectively between multiple simulations projects. 	2017 - 2019