

JOSEPH MADDEN

p. 07860 882 954

e. joe@josephmadden.co.uk

w. josephmadden.co.uk

// Curriculum Vitae

// About Me

I am a producer and photographer, with a strong technical background in camera operating and editing. I typically work on below-the-line advertising content, web and print promotional materials, and internal communications. Having previously worked on a freelance basis for a range of production companies and creative agencies, I am used to working with a wide variety of cameras and editing software.

// Current Employment

02.2016 – Present **Producer at Paradigm Creative**
Building and maintaining relationships with commercial clients; writing and negotiating creative proposals, budgets and schedules for productions; working closely with clients to develop content to meet their requirements; managing crews on shoots and overseeing post-production; briefing and interviewing talent, with an emphasis on making those appearing on camera feel comfortable and relaxed.

// Freelance Engagements – Selected Agencies

09.2014 – Present **Director/Photographer at CAVSOC**
Working as part of a two-man directing team with a strong emphasis on concept-led music videos and fashion editorials. Recently we have photographed collections for luxury fashion brand W.S. Studio, as well as an advertising campaign for dance studio Stella Mann College.

09.2015 – 12.2015 **Camera Operator for Matter&Co**
Shooting promotional content for charities and social enterprises.

05.2015 – 02.2016 **Shooting Producer-Director and Editor for Pink Banana Studios**
Shooting and editing a range of web films and TV spots for brands such as Coca Cola, Hennessy and Birra Moretti.

05.2015 **Guest Lecturer at University of Southampton**
Hosting half-day practical workshops to introduce students to video production using readily available technology such as smart phones, with the aim of enabling students to create their own video CVs.

05.2015 **Visual Mixer and Editor at Goldman Sachs**
Visual mixing a 6-camera set-up for live talks and presentations, as well as ingesting, sound mixing and delivering final edits of talks for online publication.

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- 11.2014 – 01.2016 EPK videographer for Mini Productions
Shooting and editing behind-the-scenes videos for several short films.
- 09.2014 – 05.2015 Camera Operator for Face Television
Shooting conferences, events and festivals – including shooting live-feed streams to audience screens and projectors.
- 09.2014 Photographer for Mother London
Shooting social media content for Foxes Biscuits.
- 06.2014 Camera Operator at MVR Productions
Working on a 10-day documentary shoot in Tokyo commissioned by the Saudi Arabian government.

// Previous Employment

- 01.2013 – 09.2014 Video Communications Lead at B&Q
Directing a monthly magazine-format show to communicate business updates to 33,000 staff across 360 stores in a fun and engaging way; shooting and editing live action and motion graphics VTs; recording voice over; subtitling video for international distribution; working with business stakeholders to script content; managing relationships with creative agencies to ensure high quality, on-brand content.
- 07.2012 – 12.2012 Multimedia Studio Assistant at B&Q
Working in a three person team shooting and editing videos for internal communications purposes; regularly travelling across the UK and internationally; interacting with and directing high profile public figures and senior management within the company, including PM David Cameron, Sir Ian Cheshire, and Dame Ellen Macarthur.

// Education

- 09.2009 – 06.2012 University of Southampton
2:1 BA (Hons) in Philosophy.