

Daniel Renton

Video & Multimedia Specialist

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Portfolio Site - <https://danielrenton.com>

Company Site - <https://absorbvideo.com>

Vimeo Channel - <https://vimeo.com/absorbvideo>

Youtube Channel - <https://youtube.com/absorbvideo>

Objective

As a strong problem solver and creative leader with over 12 years commercial experience; my expertise is in promotional, advertising, demonstration and e-learning media productions predominantly for online distribution.

My career has led me to excel in post-production and client/student management and I've developed a great understanding of digital Tech/Video/Graphics/Animation and Audio scores which has enabled me to separate the disciplines and relay that knowledge in a syllabus approach.

I seek the opportunity to collaborate, lead and teach my knowledge and skills whilst creating the highest quality content and to push the boundaries of traditional frameworks.

Summary of Core Skills

- **Production Management :**
 - Concept creation, execution and delivery to a high level.
 - Managing crews/actors/voice over artists.
 - Managing a team of creatives covering all aspects of post-production.
 - Liaising between client and agency side.
 - Meeting deadlines and deliverables with challenging time scales.

- **Communication :**
 - coordinate complex production schedules.
 - manage high-end budgets and outsourcing where necessary.
 - Ability to explain relevant industry practices and technical procedures to crew members and also teach academically

- **Video :**
 - Advanced editing, animation and motion graphics ability.
 - Expertise in studio and on location shooting.
 - Directing production staff.
 - Excellent narrative skills with the ability to direct, film & edit to an advanced level.
 - Creating concepts, Directing, Producing and Post Producing content to inform, educate and train individuals.
 - Experience with implementing Video Conferencing.
 - Designed, directed and streamed Webinars.

- **Design:**
 - Advanced Photoshop skills for both print and online.
 - Proficient with Illustrator & InDesign.
 - Competent Adobe Captivate for web based interactive content.
- **Advanced Software :**
 - Adobe CC - Premiere Pro, After Effects, Photoshop, Illustrator, Audition, Captivate, Spark.
 - Audio Software - Logic Pro, Ableton.
 - Productivity & Distribution - MS Office.
- **Web Design/Coding :**
 - HTML, PHP, Flash, Wordpress, Custom Video player functionality integration.
 - Discourse (Online community/forum platform) Build, integrate and configure.

Professional Experience

PianoGroove.com

Head of Video 2018-2019

Pianogroove.com is an online music school and community and has become the market leader in teaching Jazz piano to students from nearly 50 different countries, has amassed 3.2 million hits and over 47 thousand YouTube subscribers.

My role was to manage the promotional and explainer videos from concept creation, to the production of shoots, animation, infographics and interviews that helped promote and explain the revolutionary services that Pianogroove provides.

This led me to find new ways of communicating with the target audience and use the latest online marketing strategies such as an onboarding video series to engage a new member during their sign up process, which reduced customer 'churn' and enticed more engagement from the students.

Skill Sets

- Creating, Developing and Implementing Concepts
- Storyboarding, Shot Lists, Scheduling
- Creating video workflow/format for training students online
- Contribute expertise to the community forum online with 700+ students
- Producing high end promotional video explainers and performances

Set Visions, Bradford, UK

Senior Video Producer 2017-2018

Set Visions is a forward thinking visual communication agency specialising in Photography, Video, CGI & Set Design.

My role was project managing the video projects from the client briefing through to the deliverables. I used my experience to take the production quality and efficiency to a higher professional level and the results after 1 month of me joining the team were gaining a major client back after they decided to outsource elsewhere. I also was instrumental with the commission of a £100K+ job which consisted of a series of videos to distinguish the different qualities, fittings and finishes of floor ranges for a major UK home retail outlet.

I was also involved in the development of Set Visions' Interactive services. We produced an Augmented Reality platform that allowed users to point their phone or tablet at a mapped out space and their 3D product was visible through their phone or tablet in that space which they could walk round and inspect and interact with (zoom in/out, twist, move around the space)

Skill Sets

- Creating and managing production budgets
- Maintaining strong client relationships
- Project management - pre and post
- Producing content to explain and train users
- Developed Augmented Reality Product
- Developed and tested concept for Virtual Reality service

Absorb Video, Leeds, UK

Owner / Head of Post Production 2012-2016

To run my own Video Production company was an enriching journey and was invaluable in me mastering my diverse skill sets. I was lucky enough to undertake jobs that were based in various parts of the world which developed my communication skills further and also took me into other cultures and ways of life that gave me a more global insight into how people view content online and how they react to different calls to action and styles.

A huge skill that I have gained running Absorb Video is being able to assess what a company, service or product needs in terms of digital media and how that is to be presented, how that can be implemented for training purposes and having to explain this to a variety of different people whether it be a board of clients, stakeholders, investors or the general consumer. This has led me to develop a great understanding of what works and for whom.

Skill Sets

- Supervising professional production crews
- Producing, Directing and editing high end productions
- Producing advertising and promotional content (Broadcast & Online)
- Motion graphics and Animation
- Constructing and Mastering audio scores and effects
- Organising and delegating a team of editors

McCallum Layton/Allto (Market Research Agency), Leeds, UK

Head of Multimedia 2007-2011

Heading a small team, our key role was the production of in-house and client side marketing and research material. Here's just a few of the clients I worked with - Lloyds Banking Group, GSK, Tesco, House of Commons, Greggs, EDF Energy. Briefs varied between clients depending on their research needs which enabled me to develop all Multimedia practices such as Directing, Producing, Filming, Editing and Streaming research/promo based content. There were a number of briefs that involved creating microsites for the client to house databases of results along with hosting questionnaires and interactive tasks, which helped me to gain a great understanding of Web Design, Web Management and Web Coding.

In this role I conducted the companies first Webinar series which were streamed live and available for download as part of the PR and general promotion of services.

I also created an interactive portal for new employees to access via the in house intranet that was used as part of the induction process. I was responsible for all aspects of the creation, design and

functionalities, I designed and coded it in Adobe Flash with actionscript 3. The portal gave new employees access to relevant Brand guidelines, sector specific job examples, questionnaires and image bank along with all the documentation that new recruits needed to start their role.

Skill Sets

- Producing content to explain and train users.
- Interactive online & In house content (Video, Graphics, Animation, Web Based content).
- Producing, Directing, Filming, Editing and Streaming research and promo based content.
- Compile, encode and compress media to suit various platforms.
- Designed, Directed and Streamed Webinars.
- Web Design/Management/HTML coding.
- Graphic Design for print and online publications.
- Flash Animation/Design/Coding.
- Photography - product and portrait.

Leeds Metropolitan University, Leeds, UK

Video Teaching Assistant / IT Technician 2006-2007

Assist students and the creative media department on various disciplines. This was a great experience to teach first hand my knowledge of specific software/Multimedia practices and interact with different learning styles which depicted how I would convey knowledge and information.

Planet PC, Birkenshaw, UK

Video Technician 2005-2006

The first role in my Graduate field taught me the foundations of the hardware/software side of my craft which has helped me massively throughout my career, General duties involved assisting the technical team to build and maintain different editing workstations, repair editing workstations, hardware and software maintenance, offer telephone customer support to troubleshoot issues.

Education

2002-2005 - Lincoln University

BA (Hons) Contemporary Media Production) 2:1

2000-2001 - South East Derbyshire College

National Diploma in Art Foundation Studies - Distinction

1998-2000 - Bilborough College

A-Levels (Art, Maths and Psychology)

1993-1998 - Kirk Hallam Community School

10 GCSE's (All higher grades)