
Paul Jones

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PRODUCER / DIRECTOR / WRITER (COMMERCIALS, FILMS & VIDEOS, DITV)

Looking to continue making a significant contribution within Interactive Television Production for a digital, multi-channel broadcaster or interactive TV production house.

Thirteen years high-end, corporate experience with an in-depth knowledge of all aspects of the production process. Optimising impact, design and matching different communication styles to all mediums within strict specifications and needs of the audience. Working to tight deadlines and agreed budgets, adaptable to changing circumstances and priorities in the UK and overseas (culturally sensitive).

AREAS OF EXPERTISE

- Interactive TV
- User centred design
- Information architecture
- Audio-visual scriptwriting
- Digital media methodologies
- Specification / needs analysis
- Project management
- Researching
- Team leadership
- Information Technology
- Budgetary controls
- First class consultations
- Production management
- Proposal presentations
- Legal issues
- Quality Assurance
- Technology convergence
- Graphic design

PROFESSIONAL DEVELOPMENT

MSc. (50% complete)	Digital Television Management and Production	2003 - 04
BA (Hons)	Film and Video Arts (2.1)	1985 - 88
Member	IVCA (International Visual Communications Association)	

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

CORPORATE VIDEO PRODUCTION / DIRECTION / WRITING 1991 - Present

ACHIEVEMENT SYNOPSIS:

- Directed more than 50 special effects TV commercials for leading brand name consumer products in Asia in conjunction with international and local advertising agencies.
- Significantly increased sales and strengthened brand positioning and awareness on many campaigns.
- Researched, wrote and directed over 40 major corporate image, marketing, information and training films for multinational blue chip companies and government organizations in Asia and the UK.
- Enhanced the internal creative culture of film production companies that resulted in an increase in new and repeat business.

Write Company A, Manchester, London (contract)

(Mar 02 - Pres)

- Producing-directing corporate video segments (for major internal conference presentations) nationally and across Europe for blue chip pharmaceutical clients such as AstraZeneca and Pfizer.

Write Company B, Manchester (contract)

(Apr 01 - Pres)

- Produced, directed and wrote corporate video segments and complete productions nationally and across Europe for blue chip clients - Orange, Microsoft, Walkers Crisps, Reebok, Clarks Shoes.
- Projects have ranged from quarterly video magazines to internal conference presentations.
- Directed and delivered within a very tight deadline of 5 working days, an acclaimed and original marketing video for Reebok that positioned the organisation as "edgy and cool".

Write Company C Here, Derby, (contract)

(Mar 02 - May 02)

- Developed a creative concept for a brand focused, global corporate image video production after pitching a creative proposal to senior management that won the contract. Beat 3 other tenders.
 - Devised a 2 month production schedule, sourced for archive footage from their extensive library, directed studio blue-screen segments involving professional talents, and additional location sequences.
 - The resulting video is now streamed on the corporate website and has been presented at major air shows worldwide. It is also used by international marketing teams as part of their laptop presentation.
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PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONT)

Write Company D Here, Manchester (contract)

(June 03 - Present)

- Directed video interview segments for the Cooperative Bank, a video highlighting the dangers of landmines and requesting donations for MAG (www.mag.org.uk) land mine clearance charity.

Employers / Contracts:

(1999 - 01)

InvueGrafix Productions, Avigra Communications, Parkit Profile, JVP Productions, A V Lens, TakeFive Productions, Ididit Films, South Hills United Productions. Jakarta, Indonesia.

- Directed special effects driven thematic TV commercials and promotions for local and international advertising agencies, covering soft drinks, fast food, kitchenware, toothpaste, internet, pharmaceuticals.
- Researched and designed studio sets, specified original music compositions, designed the visual style of each production whilst directing star actors.
- Learned the Indonesian language - Bahasa Indonesia - to facilitate better communications.
- *TV Commercials Clients:* Tupperware, Ciptadent Toothpaste, Marquisa Juice, Volare Wet Wipes, Linknet ISP, Balsem Geliga, California Fried Chicken.
- Fields covered: financial securities, consumer banking, food processing, paper & pulp processing and plantation management, helicopter passenger safety, and beauty treatment.
- *Corporate Clients:* TOTALFINAELF, Indofood, P.T. Tel, Bank Universal, Bank Mega, Trimegah Securities, Pec-Tech, MURAD, Jakarta Cybercity.

PRODUCER-DIRECTOR-WRITER (TV COMMERCIAL AND CORPORATE VIDEOS)

Write Company E Here, Singapore

(1998 - 99)

- Raised the quality and creative standards dramatically to the point where we controlled 70% of the market.
- Fields covered: ceramics manufacturing (in China), electronic components R&D and manufacturing, industrial park real estate promotion, Singapore Police Force recruitment, defence procurement, hotel promotion, airport apron safety, consumer electronics.
- Scripted and directed several Asian regional (multi-language) product launch videos for Philips PCC.
- Completed numerous Singapore government information videos, IPO launches and TV promotions.
- Handled up to 4 projects simultaneously in different stages of production.
- *Corporate Clients:* Singapore Airlines/SATS, Jurong Town Corp., Philips PCC, CityCab, Data Storage Institute, Holiday Inn Parkview, Gintic Institute of Technology, Defence Technology Group, Ministry of Manpower, Singapore Police Force, Lixin Industries, Eagle Brand Ceramics.
- *TV Commercials Clients:* Sharp Mita Notebook, Red Bull Drink, Tastyfoods 3-in-1 coffee, Poh Kong Chye Jewellery, Jack's Steak House.

TV Commercials Film Director (1993 - 97)

JSP Films, Singapore. Clients: IKEA, Sony, Audi, Burger King, Fibogel Drink, ICI Paint, KFC, SingTel, Vim Soap Bar, Calbee Prawn Crackers, Isetan Department Store, PosBank, Sun Pokka World Juice, Tiger Mosquito coil, Mary Chia Beauty Centre, Risis Jewellery.

TV Commercials and Corporate Video Director (1992 - 93)

Box Office Productions, Singapore. Clients: Ovaltine, Western Digital, National Kidney Foundation, Hong Leong Bank, Public Utilities Board, ABN AMRO Bank, Regal Hotels Group, Kao Shampoo, Sogo Dept. Store.

Junior Corporate Video Director-Writer, Take Two Film & Video, Hong Kong (1990 - 92)

Trainee Online Video Editor, Eurosport Channel, BSKyB, London. 1989 - 90

Ongoing Experience / Abilities:

- Sourcing, assessing suitable locations overseas and deciding on appropriate shooting strategies. Determining project and post-production requirements, specifying equipment and advising on shot sequences.

Advanced I.T. Skills

- Extensive use of DS (Avid), Quantel Henry, Paintbox and Discreet Logic Flint* and Inferno* editing systems.
Software: Photoshop 7, Dreamweaver MX, Flash MX, MS Powerpoint, MS Word, MS Project, Inspiration Visio.
Operating systems: Mac OSX Panther, MS Windows 2000.
Programming languages: HTML, Javascript. *Middleware:* Emuse.

Interests / pastimes: Family, jogging, digital photography, reading, travel, cooking.

Teaching video production techniques to undergraduate media students.