

## NATALYA HOLLEY

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Experienced London-based video editor with the ability to adapt to a full range of requirements within the commercial, promotional and corporate sectors. Easily flexible to both working within a team environment and self-sufficiently while managing client communication and feedback loops. I work predominately with the Adobe Suite and have enjoyed broadening my skill set with DaVinci Resolve on large-scale project conforms and Adobe After Effects on a range of animation projects. My ultimate goal is to establish myself as an Editor within the commercial sector.

### *Experience*

#### **Freelance Editor 2019 - Current**

Having been in full-time employment I reached the stage at which I was able to move into freelance work. Specialising in short form content I am able to work across a series of projects and environments, whether it be within production companies, agencies or remotely. Whilst I consistently deliver high-end results I believe what also stands out about my performance is the enthusiasm to continuously work with new clients and embark upon any challenge that presents itself.

### *Clients*

#### *Hearst Studio*

Creating Social content across magazines under the Hearst brand such as Aveda, Nike and New Balance for Women's Health and BMW for Esquire.

#### *Stylist Magazine*

Creating Social content for interviews and product collaborations with brands such as Armani.

#### *Mother London*

Working on mood and pitch films for internal use.

#### *&Friends*

Working on commercial projects for clients such as BBC storyworks and Cisco.

#### *Creep Post*

After leaving Creep Post I remained working on a freelance basis across projects such as TVC's and Social.

#### *Torpedo Group*

Working across campaigns for Adobe's website promotional use.

#### *Contiki Travel*

Creating social content for Contiki.

#### *The Talent Bank*

Creating long form online interview episodes of Rob Brydon's Youtube series.

### **Video editor at Creep Post 2016 - 2019**

Working within the post-production branch of a small-scale production company has enabled me to broaden my knowledge of multiple industry-specific editing styles and how projects are managed throughout each stage of production. Above all I have learnt how to communicate creativity with both clients and project team members, all while successfully working to tight deadlines.

Due to the scale of the company I have also been able to work closely with the VFX and colour departments, allowing me to gain deeper understanding of the other stages of the post-production process and improve my collaboration skills.

What I have enjoyed the most about this role was the opportunity to work on commercials and music promos, which has strengthened my enthusiasm further into continuing down this route.

### **Co-Founder of Holley London 2016**

While completing my studies I founded my own video production company and worked as both Director and Editor on a multitude of different projects; from requirement-specific car commercials to music videos where I had full free rein. I worked closely with clients, agencies and my internal team to deliver short content videos with a range of budgets and deadlines. This role enabled me to quickly expand my technical knowledge and improve my creative development skills while learning how to collaborate effectively as a team.

The project that challenged me the most during this role was on going video production for HSBC, where confidence in the role of working with clients and achieving strict deadlines was a must.

### **Content creative at Video Advisor 2015**

Concept development, client proposals and editing were my key responsibilities within my role as an intern at Video Advisor. Having successfully demonstrated good progress within each area, and having directed and edited two music videos for the company, I was offered a more senior role in which I was given more responsibility within the Post Production department.

### ***Education***

#### **Ravensbourne College of Design and Communications**

2013 - 2016 - BA Digital Film Production - Completed with 2:1

2012 Foundation Course – completed with distinction

#### **Hurtwood House**

A-levels

#### ***Skills***

- Offline editing
- Online editing
- Motion graphics
- Conforms for grade
- DIT
- Creating Transcodes
- Organising and archiving projects

#### ***Software***

- Adobe Premiere Pro - Adobe After Effects - Davinci Resolve
- Adobe Photoshop
- Adobe Illustrator
- Adobe Media Encoder