

Alex Robins

Editor

Profile

As Senior Editor at the Bank and as a freelancer Alex's work spans cinema advertisements, re-versioning and editing national campaigns, internal communication films, brand image films, sponsorship idents, showreels, sizzle reels and promos. Alex edited Peroni's Storie di Stile cinema advert and as you can see from below has experience working with some of the most important brands in the market today. The greatest resources Alex can offer are skill, reliability, a commitment to hard work, speed and finesse.

As well as commercial work in his spare time Alex has edited a feature length documentary, short films and as camera trainee has worked on BAFTA winning and the Oscar nominated short films.

Software

Final Cut Pro 7 (Final Cut Studio 2) – Advanced | Premiere - Advanced | After Effects – Intermediate | Photoshop – Intermediate | Illustrator - Intermediate

Recent Clients

Barclaycard, Rolls Royce, Fitness First Coca-Cola, HSBC, American Express, Peroni, Diageo, Captain Morgan, Guinness, GE, Omega, Red, Galaxy, Deloitte, CRUK and Julius Baer.

Professional Experience

Commercials

Peroni - Storie di Stile - Offline Editor

Advertising campaign rolled out in cinemas nationally.

William Hill - Money Back Second - Offline Editor

TV advert broadcast nationally on terrestrial television.

CRUK - Nigel Baker Poem Animation - 090 Direct Response TV Advert - Online Editor

Direct response advert broadcast nationally on terrestrial television.

CRUK - Help Win the Fight Against Cancer - Online Editor

Direct response adverts broadcast nationally on terrestrial television.

Sponsorship Idents

OK Magazine - Elton Johns Live Birthday Concert - Online Editor

Opening /closing idents and bumpers shown live in fifty territories across the world.

New Magazine - 60 Things - Online Editor

Opening /closing idents and bumpers broadcast nationally on terrestrial television.

Brand Image Film

Your Private Bank - Julius Baer - Online Editor

Corporate Image film reinforcing Julius Bears recently refreshed corporate image and values.

Mollie & Joyce - (Galaxy®)RED - Offline Editor

A film emphasising how (Galaxy®) & RED partnered with Molly King (the Saturdays) to help prevent the transmission of HIV from mothers to their babies.

Internal Communication Films**Moon Shot Thinking - Deloitte - Offline Editor**

Films introducing and reinforcing Deloitte's new strategy and attitude to risk taking in business.

Fast Forward 24 - Captain Morgan/Diageo - Online Editor

A film introducing Captain Morgan's new advertising campaign and strategy.

Rio 2016 Olympics Sizzle Reel - General Electric - Online Editor

A film highlighting GE sponsorship and support of the upcoming and previous Olympics.

Music Videos**My Girl - Peroni - Online Editor**

A music video featuring Mario Biondi to be rolled out as part of the Spring/Summer ad campaign.

Event Films**Unveiling the Black Badge Series - Rolls Royce - Offline Editor**

A countdown film and an unveiling film to reveal the Black Badge series of the Ghost and Wraith models of Rolls Royce.

Edit History

2014 - Present	Freelance Editor - Blue Robin Media Ltd
2011 - 2014	Senior Editor - The Bank Advertising Agency
2010 - 2011	FCP 7 Editor & Motion GFX - Portland TV
2009 - 2010	Freelance Editor, Assistant Camera and 3rd Assistant Director
2005 - 2008	On-Line Avid DS Editor - Portland TV
2003 - 2005	Avid Adrenaline Editor - Portland TV