

# Rob Finlay

## Editor

**Education** BA (Hons) Archaeology 2:1 - Bristol University  
A Levels: Photography (A) English Literature (A) History (C) Chemistry (C) Biology ©  
GCSE's: 11 subjects including English, Mathematics and Science (A-C)

## Achievements

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Hertfordshire Business Awards 2015: Commercial Business in the Community Award Winner  
Marcom Awards 2015: Platinum - Essex Wildlife Trust educational animation Woody's Tale  
Creative East Awards 2007: Best Non-Broadcast Winner - Veolia Recycling Land

## Work History

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2023	<b>Editor</b>	<b>LGA</b>
	Worked on a documentary series and for the police on a campaign around misogyny and violence against women and girls.	
2022	<b>Post Producer</b>	<b>Greenlight Media</b>
	Produced 50 videos and a live webcast.	
2021	<b>Editor</b>	<b>Pukka Films</b>
	Worked on the Isle of Man TT races documentary for Channel 5	
2019 - 2021	<b>Communications Expert &amp; Content Producer</b>	<b>Written Records Ltd.</b>
	Distilled the complicated case of an elderly victim of financial abuse spanning years into a 7-minute documentary and four social videos for the charity South Essex Advocacy Services. Mentored 19 local councillors from across the UK as one of the Local Government Association's media communications experts during the 2-day Next Generation Programme 2020. Facilitated professional portrait photography for Meinhardt UK's 100 UK staff. Designed an award-winning case study detailing how Hertsmere Borough Council's Community	
2018 - 2019	<b>Video &amp; Multimedia Producer / Director</b>	<b>CIOMA</b>
	Established the organisation's first UK Video & Multimedia department. Collaborated with a 10-member cross-functional (brand, communications, marketing) team to create content for the Future of Finance campaign launched via digital billboards across the country. Spearheaded design of social video templates optimised for YouTube, Instagram, Facebook and LinkedIn, leading to an increase in engagement measured at 200% by the social team. Supported Senior Producer to deliver over 2,000 pieces of branded digital content in support of the business's strategic initiatives, including educational and conceptual programs, live webcasts, and updates for the institute's 600,000+ members.	

2012 - 2017

**Senior Producer****Elstree Film Design Ltd.**

Founded kid's film competition A Sense Of..., raised £75,000 in sponsorship from Creative England, Warner Bros. Studios, Spotlight and Elstree Studios. Publicised brand to journalists and social influencers, leading to 120 press and blog articles, a social reach of over 7 million and half a million views online. Won a Hertfordshire Business Award. Liaised with stakeholders to organise a reconstruction of an in-store armed robbery for Dixons Carphone. The groundbreaking film transformed staff training in over 1,000 stores.

2009 - 2011

**Creative Director****Solutions Ltd.**

Started a new media department for the firm, identified growth opportunities and personally attained £350,000 in contracts, which accounted for 70% of turnover. Directed an integrated communications campaign for KPMG called Project Loop. Created video, web and print collateral, shown on the London Underground and featured in The Telegraph. Storified abstract engineering concepts in three compelling films for Thales screened to heads of state at the DSEI Expo. Recruited and led 20 contractors during Production.

2003 - 2009

**Producer****Previsualisation Ltd.**

Negotiated terms with Tony Robinson's agent to book a voice-over for a 3D animated educational DVD Recycling Land. Planned 3D animation for in-store product promotion to unveil a new trainer designed by Puma & Alexander McQueen. Coordinated conceptual artwork used to plan McDonald's TV commercial The Great Escape.

## Skills

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Content Production, Project Management, Communication Building Management, Storytelling, Videography, Copy Writing, Relationships, Stakeholder, Presenting