

Eric Johnson BSc MA

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Personal Statement

Multimedia producer with a proven record of delivering creative digital content. Valuable abilities include Adobe Premiere Pro/Final Cut Pro editing, video shooting, live presentation, producing and publishing across online & social platforms. Holds up-to-date knowledge of trending news and thrives on the buzz of working in a fast-paced digital environment. Technically capable and always keen to expand multimedia storytelling skills.

Employment History

DIGITAL MEDIA DESK EDITOR | Bloomberg LP | 2015 - present (full time contract)

- Produce, monitor and publish all digital needs and lead curation of videos across online channels and social platforms.
- Use business knowledge to target editorial content and develop stories with fresh angles for a global audience.
- Analyse analytics, deliver stakeholder projects and edit projects from 30 second promos to half hour shows.
- Present live news bulletins for U.S. and U.K. shows, summarising the latest business, finance and market news.

DIGITAL PRODUCER & VIDEO JOURNALIST | Bloomberg LP | 2014 - 2015 (freelance)

- Produced finance, commerce and lifestyle content for Bloomberg's TV channel and digital clients.
- Self-shot interviews with the latest camera equipment and turned ideas into edited reports with Adobe Premiere Pro.

WEB VIDEO EDITOR | Agence France-Presse | 2014 - 2015 (freelance)

- Used Final Cut Pro to edit video packages for digital clients including Google and MSN as well as AFP's social accounts.
- Sub-edited content from writers and reporters around the world to support multimedia global affairs story telling.
- Coordinated topical news including conflicts in Syria, Ukraine and Iraq between international bureaus.

ASSISTANT PRODUCER for Reuters Insider | Thomson Reuters | 2013 – 2014 (freelance)

- Gallery produced business bulletins for Reuters.com and the Reuters Insider video platform.
- Used Avid and iNews to edit video packages and filed multimedia reports for global clients and the wires.

BROADCAST JOURNALIST for Mix 96 FM | UKRD Group | 2013 - 2015 (freelance)

- Wrote and presented bulletins for the afternoon and drive shows.
- Reported on a range of stories and wrote copy for the website and social media profiles.

OUTPUT PRODUCER for Good Morning Britain (formerly Daybreak) | ITV | 2013 - 2014 (freelance)

- Produced and structured entire topical segments, including packages and teases, with Avid and iNews.
- Assisted with guest booking, commissioned graphics, worked with reporters and reacted to breaking news.

ASSISTANT NEWS EDITOR for Channel 4 News | ITN | 2013 (freelance)

- Gallery PA on noon bulletins. Assigned and booked camera crews to planned stories and breaking news.
- Managed international package feeds, guests and live reports through the booking of global studios and satellite feeds.

INTERACTIVE ASSISTANT PRODUCER for Channel 5's The Wright Stuff | Princess Productions | 2007 – 2013 (permanent)

- Singlehandedly managed the website and social media accounts to turn *The Wright Stuff* into an interactive TV show.
- Reacted to current affairs to assist in the production of topical content and presented segments on TV.
- Worked closely with on-screen talent and engaged people management skills to research and book contributors.

NEWS & ENTERTAINMENT PRODUCER for Three Mobile | Maverick Multimedia LTD | 2007 (full time contract)

- Produced sports, news and entertainment content for several million mobile handsets.
- Sourced high quality images via agencies and edited them accordingly to the day's news and trends.

ASSISTANT EDITOR for UK and EU RealGuides | RealNetworks | 2006 – 2007 (full time contract)

- Identified, edited and produced video assets for Real.com, making it the destination of choice for online entertainment.
- Mastered web analytics and developed a firm understanding of best practices in user engagement & retention.

NEWS & SHOWBIZ REPORTER | Herts Mercury 96.6FM | 2005 – 2006 (permanent)

- Reported news from Hertfordshire for local radio bulletins and reproduced them for national exposure on the website.
- Produced / presented film reviews, conducted telephone interviews and read the news & weather.

Education History

Bournemouth University | Dorset | 2004 – 2005 | MA. (Hons) Multimedia Journalism (BJTC accredited) – Merit

- Studied the following core modules:
 - ✓ Frontiers in journalism; Digital broadcasting; Online journalism; and Media law.
- Produced and presented Bournemouth University's first student current affairs TV show *Nerve TV News*, which received national recognition and won several awards.

De Montfort University | Leicester | 2001 – 2004 | BSc. (Joint Honours) Computing & Media - 2:1

- Studied the following core modules:
 - ✓ Using computer systems; Systems modelling; Object technology; Application development; Introduction to media culture & society; Introduction to film studies; Photography & camera vision; and introduction to television studies.
 - ✓ Networks & communications; Database design; Dynamic web publishing; Media & popular culture; Advanced film studies: theories of film; Media research & investigation; Advanced video production; and Access Spanish module.
 - ✓ Final year double project (dissertation); Computing & ethics; Managing visual communication; Special studies in genre: Horror; Electronic publishing; Practical journalism; and Scriptwriting.
- Wrote articles for the student newspaper; read the news on Demon FM; helped launch Demon TV; and designed several websites for societies and sports teams.

West Herts College | Watford | 1999 – 2001 | BTEC GNVQ (Adv.) Media: Communication & Production – *Distinction*

- Excellent introduction to media and learnt video editing; filming; photography; and web design skills.

St Joan of Arc RC School | Rickmansworth | 1994 – 1999 | GCSE – 100 % A – C pass rate

- Excelled at IT; maths; music; and technology.

Skills

CAMERAS

- ✓ Canon XF305
- ✓ Canon C100
- ✓ DSLR Nikon D5200
- ✓ Panasonic P2

EDITING & PRODUCTION

- ✓ Adobe Premiere Pro
- ✓ Avid
- ✓ Edius
- ✓ ENPS
- ✓ Final Cut Pro
- ✓ iNews

DIGITAL

- ✓ Adobe Creative Suite
- ✓ Brightcove
- ✓ CMS
- ✓ Google Analytics
- ✓ HTML / PHP / SEO
- ✓ Social Media

References

- Available upon request.

Personal Interests

- I am a self-confessed news junkie. If I don't know what's happening in the world, I get worried.
- Cooking is my passion and I'm always inventing elaborate curry dishes. I have cooked at *Masterchef Live*.
- I am a keen photographer. I recently shot my first wedding and I've just returned from Iceland where I captured the Northern Lights, photos of which were published in a local newspaper.
- Fitness is important to me. I enjoy the gym, regularly partake in classes and run approximately 10 miles a week.
- I like to try new things. My latest hobby is Salsa dancing which I took up in August.