

Harry Craton

Filmmaker

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Personal Statement

Freelance Filmmaker with a proven track record of transforming complex concepts into compelling visual narratives.

Passionate creative who has written, directed and edited a variety of content since childhood.

Post-University has aided start-up, deep tech companies in effectively communicating their complex ideas to diverse audiences, including potential investors.

Adept at orchestrating every facet of the filmmaking process, from conceptualization to post-production, while maintaining a strong client-centric approach.

Striving to work with talented individuals and deliver exceptional results as part of a team.

Summary of Qualifications

1st class degree in English Literature and Film & Television Studies from the University of Exeter with a Dean's Commendation for outstanding results.

Exceptional ability to distil complex concepts into engaging visual stories that resonate with broader audiences.

Proficient in organising and executing all aspects of film production, including pre-production planning, on-set coordination, and post-production editing.

Skilled at collaborating closely with clients to design interview formats that capture their authentic voices and convey key messages effectively.

Expertise in video and photo editing software including Final Cut Pro X and the Adobe Suite (Premiere Pro, Photoshop, etc.) to craft polished final products.

Demonstrated history of independently managing entire video production workflows, from conceptualization to final delivery.

Professional Experience

Freelance Filmmaker. | Craton Creative. Bristol. | 2021-2024.

- Successfully partnered with start-up deep tech companies to create engaging promotional videos that elucidate intricate scientific concepts for potential investors and wider audiences.

- Crafted innovative storytelling approaches, leveraging a combination of visual elements and interviews to convey complex ideas with clarity and impact.
- Collaborated closely with clients to design interview structures that put subjects at ease, resulting in authentic and compelling on-screen performances.
- Orchestrated all aspects of production, including pre-shoot logistics, on-set direction, camera work, lighting, and sound recording, ensuring a seamless and professional production process.
- Employed various video editing techniques to meticulously craft final videos, integrating graphics and visual effects to enhance the storytelling.
- Independently managed project timelines, ensuring timely delivery of high-quality videos while accommodating client feedback and revisions.
- Demonstrated flexibility and adaptability by rapidly acquiring an in-depth understanding of each client's unique biotech offerings and tailoring videos to suit their target audiences.

Notable Projects

Cytoseek Interview Series | Cytoseek | 2023

- Conceptualised, and storyboarded a series of short interview videos with biotech startup company Cytoseek, collaborating closely with the team to create a comfortable interview environment for their scientists, resulting in authentic and engaging on-camera performances.
- Directed all aspects of production, including location scouting, set design, lighting, and camera operation, resulting in visually captivating footage.

Marketing Materials and Social Media Strategy | Counter Culture Drinks | 2023

- Worked closely with the team at start-up kombucha company Counter Culture to create short form videos and high quality photography to help drive engagement on various social media platforms including Instagram and LinkedIn.

Education

University of Exeter (2018-2021)

BA English Literature and Film & Television Studies (1st)

Clifton College (2008-2016)

A-Levels: English Literature, History and Psychology.
10 GCSEs.

Skills

Filmmaking and Cinematography.

Conceptualisation and Storyboarding.

Adept Knowledge of a Variety of Cameras and Film Equipment.

Video Editing (Adobe Premiere Pro, Final Cut Pro X).

Interview Structuring and Direction.

Lighting and Set Design.

Sound Recording and Mixing.

Project Management and Timelines.

Full U.K driving licence.