# Max Lord 24 years old

# Summary

- Young, ambitious, hard-working creative eager to finally work in an industry I have passion for.
- Life-long love of filmmaking; from faux movie trailers on iMovie for iPad at the age of 11, to producing a music video for my band in A-Level Media, to self-promotional online media for YouTube and TikTok showcasing my music production.
- With seven years of hospitality and retail experience behind me, I have no doubt in my social and communication skills allowing me to seamlessly settle into a team of industry professionals. I have built up many transferable characteristics from my time in this industry, relating to teamwork, running a team, time management, navigating stressful situations and maintaining healthy work relationships.
- I am proficient in Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator and Logic Pro X. A beginner in DaVinci Resolve.

# **Key Experience**

### "Cloud X" Festival - Video Editing

Six reels for social media of artist and audience interviews at a music festival [see clip 3 of showreel].

#### Key lessons:

- Using Premiere's "Enhanced Audio" feature on clips with difficult outdoor audio. Finding the right balance of settings (mix amount, EQ, noise reduction, rumble reduction, vocal enhancer, etc) to achieve a result with clear, but not overprocessed audio. My background in music production and sound design helps immensely with this and all other audio aspects of editing.
- Achieving pacing that naturally flows with the music, dialogue and cuts. Using every aspect of the edit (A-roll, B-roll, changes in the music, frequent cuts for visual stimulation, running two interviews parallel and cutting between, etc) to aid in attaining such pacing that has a feeling of pure flow; what I believe to be one of the most important, yet abstract, elements of video editing.

### Manager - Poco Sicilian Street Food

02/2023 - 09/2023

- Delegation of tasks and duties to a team of front and back-ofhouse staff.
- Training several new employees at once to ensure they excel in their roles across all areas, such as customer service, food management, and cleanliness.
- Completing a weekly staff rota aimed at meeting both individual and business needs.
- Managing shop stock with weekly deliveries from three different suppliers.
- Operating an outdoor food stall all weekend at venues such as Springwell and the Chapel Allerton Arts Festival.
- Maintaining regular communication with the other store managers across Leeds, assisting with stock issues, staffing concerns, or any other problems that may arise at the other locations of the company.

## **Education**

#### Roundhay Sixth Form College 2018 A-Levels

Music - B

Photography - B

Media - C

#### Allerton Grange High School 2016 GCSE's

Music - A\*

Photography - A\*

Maths - B

Double Science - B, B

English Language - B

English Literature - C

History - C