# Max Lord 24 years old

### **Summary**

- Young, ambitious and hard-working creative eager to finally work in a field 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.

## **Recent Projects/Jobs**

#### **Snippet Music Videos**

Nine 30-40s, tastefully captioned music videos to accompany every track on my recent album [see clip 1 of showreel]. For social media marketing.

#### Key lessons:

- Dealing with outdoor shots having different colours, and colour in general, by strictly colour correcting straight onto each clip, then applying an overall colour grade via an adjustment layer. Implementation and refinement of this workflow. Building upon this foundation with using HSL Secondary controls and masks to further edit certain areas of the frame.
- Creating slow-motion footage where the performance is still in sync with the corresponding audio at a normal play-back speed. Achieving this by playing the song on-set at 125% speed while filming at 30fps, then, in post, interpreting the footage as 23.976fps for a 23.976fps sequence, thus making it slow-motion and the correct speed to sync with the original audio.

#### "Cloud X" Festival

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.

### **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