

Robert Poulton

Producer & Production Manager

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I've been working in the content creation world for the past 15 years. With 10 years as a commercial photographer and the last seven working with motion as a producer and director. Between projects for my own clients, I also freelance for larger production companies as a client-facing production manager and post-production manager. I have substantial experience in the technical, creative & business aspects of content creation. I'm hired for my multi-faceted skill-set, organized & calm demeanour and, most importantly my ability to stay on schedule and on budget.

TECH SKILLS:

Adobe CC suite: Premier PRO, After Effects, Photoshop, Lightroom, InDesign and Illustrator

Camera knowledge: DSLR's, Canon C & XC series, Sony FS-series, RED and Arri

Apple products: Final Cut Pro X and Motion

Other: Lighting, grip/gaffer experience

RECENT CREDITS:

SHOOTING BRAKE FILMS: "BUILD ON VIDEO CAMPAIGN" -RAIN 43 and M.O.I.

Full Production : Hired to conceptualize, produce, shoot and edit seventeen 30-second social media videos for the Ministry of Infrastructure and their BuildOn campaign. Each video featured infrastructure projects in 17 different regions/towns/cities across Ontario. Editing and delivery included English and French versions for online and cinema pre-roll use. Still photography of each project was also produced and delivered in-house.

SHOOTING BRAKE FILMS: "iPHONE PRODUCT RELEASE" -RAIN 43 and Freedom Mobile

Full Production : Hired to conceptualize, produce, shoot and edit a product release event video for Freedom mobile and the release of the iPhone X. A quick turnaround of 12 hours was required to ensure the video hit Freedom's social channels the same day as the release.

SHOOTING BRAKE FILMS: "360-VR Experience" -RAIN 43 and Toyota Canada

Full Production : Hired to create a 360 interior tour of the new Rav4, Camry and Corolla models. Shot in the Toyota studio, the interior and exterior of the vehicles were lite and shot. The interior showed a full 360 with clickable hot spots featuring detail images we shot.

THE MARK STUDIOS: "HEROS OF HOCKEY DAY" Scotia Bank Canada 2017

Freelance Production Manager: Hired to produce a 10 part branded content series for Scotia Bank's "Hockey Day in Canada" for the 2nd year in a row. Cased to hire a five-camera shoot crew, book/prep equipment, prep and stage locations and establish media delivery.

SHOOTING BRAKE FILMS: “PRODUCT RELEASE LIVESTREAM” Hyundai Canada

Freelance Producer / Director: Hired to produce multiple social media live streams of a product release event at the Toronto International Auto show. Working with Hyundai Canada directly, we produced and directed the multi-camera stream to facebook live and youtube live. A hard copy version was later delivered for Twitter and other channels.

THE MARK STUDIOS: “HEROS OF HOCKEY DAY” Scotia Bank Canada 2016

Freelance Production Manager: Hired to help produce an eight part branded content series for Scotia Bank’s “Hockey Day in Canada.” Cased to hire a five-camera shoot crew, booking equipment & locations in 4 locations across Canada over six weeks. Post-shoot I managed the delivery of post-production assets and assisted in the client delivery experience.

THE MARK STUDIOS: “MANULIFE VITALITY “ Manulife Financial

Freelance Production Manager: Hired to produce a multi-day, multi-location broadcast commercial shoot for Manulife’s new “Vitality” ad campaign. I managed the hiring of a complete crew, managed and booked equipment & locations. Managed the broadcast post-production experience at a third party vendor for the client & delivery to the network.

ENDLOOP DIGITAL: “HYDROGEN TUCSON/SONATA LAUNCH” - Hyundai Canada

Producer & Director: Contracted to be a client-facing producer leading a large team in the creation of online video and photography elements for the launch of the Tucson Hydrogen vehicle & the new Sonata Hybrid. Planned & executed a two-week long, multi-location shooting schedule. I also managed an in house editing team in the creation and delivery of all assets.

SHOOTING BRAKE FILMS: “24 Feet – The Greenland Ice Shelf” –Documentary Project

Producer & Director: Over the past 4 autumns, and continuing for the next 2, I’ve been shooting and directing a documentary about the Greenland Ice Shelf. The long-term project follows a scientific research team as the monitor the rapid yearly progress of the world’s largest area of melting non-sea ice. Upon completion, this project will be submitted both as a scientific research article and to documentary film festivals.

SHOOTING BRAKE FILMS: “NEW PRODUCT LAUNCH-CIAS” –Hyundai Canada

Producer & Director: Produced & directed six 3-minute videos featuring the newest featured vehicles at the Canadian International Auto Show. We created English & French scripts & style development while shooting on a tight schedule and the Canadian International Auto Show. Sticking to strict branding guidelines, I expedited the editing process for fast turn around while the auto show was open.

SHOOTING BRAKE FILMS: MARKETING CONTENT - Mettrum Pharmaceuticals

Producer & Director: Produced & directed Four 5-minute videos featuring the facilities, production & staff interviews. Pre-planning included production under strict health & safety

guidelines for product handling. I worked with the marketing team to develop scripts and a creative direction for the final products.

SHOOTING BRAKE FILMS: "THE NORTHWEST PASSAGE" – Adventure Canada

Producer & Director: Hired to create a 3-minute online commercial that covered Adventure Canada's 14-day trip through the North West Passage. A solo production project that required many weeks of pre-planning, equipment preparation & research.

PADULO X: "REAL CUSTOMER EXPERIENCES" – Smart Car Canada

Producer & Project Lead: Produced, directed, shot & edited 10 interviews with actual Smart Car owners. Shot b-roll of vehicles and owners day-to-day use of their beloved Smart Cars. Featured & incorporated corporate communications guidelines & initiatives.

FETCH DIGITAL: "URANIUM ONE REPORT" – Kazatomprom Inc

Producer & Director: Hired to plan & executed a photoshoot in 8 mines, over 2 weeks through Wyoming, Russia, Kazakhstan, South Korea and Australia. We created specific images and videos for web and annual report use.

EDUCATION:

Sept 2000- June 2003

SHERIDAN COLLEGE Oakville, Ontario.

Graduated from 3 year Applied Photography diploma program. Top-10 of graduating class.