

LAURA RANKIN

I specialise in pop-culture video and animation production for social media and web. I have honed my skills in post-production, motion graphics and concept development over 8 years of working with international media and entertainment brands. Some of my clients have included **Channel 4**, **Ubisoft** and **Warner Bros**.

Experience

Maverick Creative Editor & Designer September 2020 - December 2020	<ul style="list-style-type: none">• Video game trailer production for The Pokemon Company, Ubisoft and Bandai Namco.• Lead creative reporting to CD and ECD• Concepts, Script, Storyboarding & Animatic creation• Liaising with clients and managing third party partners• Presenting new concepts to the management team from the wider industry
Wizarding World Digital Video Editor & Motion Graphics October 2018 - September 2020	<ul style="list-style-type: none">• Video editing for in app content and social media platforms (YouTube, Facebook, Instagram & IGTV)• Motion Graphics design for content & app/web UI design• R&D for in app experiences (AR lenses, games, interface animation)• Script writing and concept development• Production & post-production workflow consulting
Freelance Video Editor & Motion Graphics February 2018 - October 2018	<ul style="list-style-type: none">• Video editing and motion graphics for<ul style="list-style-type: none">◦ King (Candy Crush Saga, Bubble Witch Saga)◦ WB Games (Westworld Mobile)◦ ShortList & Stylist Magazine◦ Oreo / The Slow Mo Guys
The Connected Set Mashed & The Beano Video Creative March 2017 - February 2018	<ul style="list-style-type: none">• Oversaw YouTube channel growth from 70k subscribers to +1 million• Directing remote animators and voice artists• Storyboarding• Development and research for new ideas across Beano/Mashed• Overseeing Production and Post-Production schedules• Helped to secure major commercial projects with Ubisoft and Bethesda for the Mashed YouTube channel
The Connected Set Mashed Video Editor & Animator March 2015 - March 2017	<ul style="list-style-type: none">• Managed the creation, upload and publishing of animations for the YouTube channel.• Animating puppets and graphics in After Effects using Duik• Sound Design and Music mixes using Audition• Projects I led collectively reached over twenty million views
The Connected Set Promo Editor September 2014 - January 2015	<ul style="list-style-type: none">• Creating Sizzle/Mood reels for TV show pitches• Filming interviews/additional footage for research/pitches
Various Junior/Assistant Positions September 2011 - September 2015	<ul style="list-style-type: none">• Unruly• Olympic Broadcasting Services• Adjust Your Set• Video Freelancer

Software Skills

Education

Adobe Creative Suite

Davinci Resolve

Final Cut Pro X

Ravensbourne

BA (Hons) Editing and Post-Production
2009 - 2012