

ROSE McLAUGHLIN

Videographer, Video Editor, Content Creator



Portfolio: rosemclaughlin.com



[linkedin.com/in/rosemclaughlin](https://www.linkedin.com/in/rosemclaughlin)

Contact

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Email

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Education

2015 - 2018

BA (Hons) Filmmaking

Leeds Beckett University

Northern Film School, UK

1st Class Honors

Skills & Expertise

Photo & Video Editing
Color Grading
Subtitling & Audio Descriptions
Administration
Project Management & Planning
Copywriting
Storytelling
SEO & Digital Marketing
Social Media Management
Verbal & Written Communication
Mentoring & Training
Data Analysis

Software & Applications

Adobe Creative Suite
(Premiere Pro, Photoshop, Illustrator, Acrobat, Adobe Express)
Photo & Video Editing Software
(Final Cut Pro, CapCut, Canva)
Social Media Management Tools
(Hootsuite, MailChimp, Sprout Social, Google Analytics)
Project Management Software
(Monday.com, Asana)
CRM Software
(Wordpress, HubSpot, Zoho)
Social Channels
(LinkedIn, Tiktok, Instagram, X, Facebook, Youtube, Bluesky, Threads)
Cloud Storage
(Dropbox, Google Drive, OneDrive)
Microsoft Office & Google Workspace
(Word/ Docs, Excel/ Sheets, PowerPoint/ Slides, Outlook/ Gmail, OneNote, Meet)

References available upon request.

Experience

Freelance Videographer, Photographer & Video Editor

Self Employed | UK, USA

2018 - Current

- Produced dynamic videos for commercial and promotional content, including: short-form social media content, events, education, news and politics, sports, charities and community projects, and live music and entertainment.
- Managed the entire video production process, from pitching and planning, to lighting, shooting, interviewing, editing, color grading, audio mixing, and accessibility enhancements like subtitling and audio descriptions.
- Directed and prepped high-profile on-screen talent.
- Cinematographer for award winning LGBT production company Oxygen Films, the British Film Institute and music videos.

Lead Videographer & Digital Communications Officer

West Yorkshire Combined Authority | Leeds

Sep 2021 - Jan 2024

- Created compelling and engaging audio-visual long and short form content for the Mayor of West Yorkshire and the Combined Authority.
- Increasing following through an organic content strategy. Including a 350% increase in Instagram followers, a 750% increase on TikTok and a 425% increase in followers on LinkedIn.
- Managed and trained two junior members of staff, delegated plans as necessary, provided feedback and edits, and presented at and hosted meetings.
- Drove brand awareness through external social channels.
- Managed all content and assets on all social channels from pre to post production, and publishing content: scheduling, alt-text, SEO, and data analytics.
- Wrote accompanying copy for a variety of campaigns, including multicultural, political, and social, adhering to brand guidelines and adapting tone of voice for each platform.
- Used data, company goals, policies, and trends to develop and execute content strategies and content calendars, identifying relevant opportunities to increase reach and engagement and to retain existing audiences.
- Co-founder and co-chair of the Young Employee staff network, organizing volunteer opportunities including training & mentoring and social & charity events.

Webpage Designer

U-Explore | Leeds

November 2020 - September 2021

- Designed and built user friendly, SEO webpages for educational content.
- Built, managed, and monitored webpages and produced high-quality educational videos.
- Worked with various stakeholders, including clients, developers, and designers.

Marketing Executive (Acting Marketing Manager Oct-Dec 2019)

Gilbert Meher | Leeds

January 2019 - August 2020

- Managed two company websites, ensuring they were SEO, constantly updated, and adhered to brand guidelines.
- Created, managed, and analyzed campaign performances across various channels, including email, social, and web. Compiled data, utilizing admin and organizational skills to make strategic and tactical recommendations and implementing changes to improve company performance.
- Led internal communications and brand strategy, creating corporate documents, proposals, company headshots, and social, recruitment, and promotional videos.
- Worked with teams to ensure company / sales & marketing objectives and messages were consistent in messaging and adhered to brand guidelines across all channels.