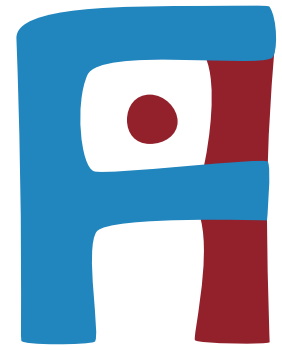


Asher Floyd CV

asher@asherfloyd.com +61 457 063 261

Video producer, photographer and practical enabler of digital content and production logistics. High-tech communicator and heavy-lifting team player for crew, agency, online comms and training.



ASHER FLOYD
video | photo

Key Skills

- › Production budget and scheduling, spreadsheets and financial tracking, precise shoot planning and risk management.
- › Digital videography, DSLR operation and production lighting.
- › Video production management, crew logistics, unit management and production assistance – driver, gofer and physical expedience.
- › Communication and negotiation, finding consensus and client interface. Clear writing and editing. Layout and publishing.
- › Photography: commercial, editorial, documentary, portrait, event, fine art. Photo-retouching and workflow expert.
- › Adobe Photoshop + Lightroom + Premiere power user. Provides teaching and written instruction in photography/video/media/IT/Adobe Software.
- › High energy, positive and practical with an active life-style.



add: 258 Macpherson St
Princes Hill VIC 3054

dob: 11/2/1985

abn: 36 351 575 399

Experience

Current:

Michaels Cameras: Nov 2012 – Present

Media School Instructor

- › Teaching software classes in Adobe Premiere, Lightroom and Photoshop
- › Workshops in video and DSLRs, corporate classes, one-on-one tutoring.
- › Open access seminars to audiences of 50 people plus.
- › Course design and writing instruction materials.

Melbourne Video/Photo Freelancer since 2012, contracts include:

Rockwiz series 13, Renegade Films: Nov 2014 – Mar 2015 [program sample](#)

Production Assistant <my third series>

- › Production logistics, purchasing, prop buying. Prepared and managed greenrooms, makeup and wardrobe areas, unit, and production office.
- › Invention and management of audience ticket system.
- › Driving, moving, and unerring physical support for talent, band, audio, art, wardrobe or any other struggling department.

Wedding Coverage - Sam + Hayley Nov 2014

The Acfields "Grabbed Me by the Heart May": Aug 2014

Producer/Director for [music video](#).

- › Responsible for all videography, edit, grade and finishing in After Effects

Software Tools

Graphics

Photoshop ●●●●●●●●

Lightroom ●●●●●●●●

Illustrator ●●●○○○○○

Video

Premiere ●●●●●●○○

After Effects ●●●●○○○○

Publish

InDesign ●●●●●○○○

MS Office ●●●●●●○○

Data Crunch

MS Excel ●●●●●●●●

Showreel +
Portfolio online:

asherfloyd.com

Press, Play - live classical music performance: June 2014

Camera and Editor for promotional video

Department of Expansion (Los Angeles): June 2014

Production Assistant – Ian Potter Foundation corporate-doco.

- › On-the-ground production logistics for visiting documentary crew.

Rockwiz series 12, Renegade Films: Nov 2013 – April 2014

Production Assistant (as above)

Andrea Kirwin “Mary Go Round”: June – Aug 2013

Producer/Director for [music video](#).

- › Responsible for all videography, edit, grade and finishing in After Effects

PM Kennedy: July 2013

Photographer and creative concept for brand campaign.

Screencraft Media: June 2013

Field Producer/Photographer – Federal Dept of Industry stock video/image library.

- › Directed video unit, and took all imagery.

Studio at the Memo, Renegade Films: May 2013

Art Dept Assistant – [program sample](#)

- › Standby props, set construction, prop buyer, potted palm wrangler, maintenance.

Rockwiz series 11, Renegade Films: Jan – May 2013

Screencraft Media: Sept 2012

Producer

- › Concept development, budget and quoting, client communication, camera operator.

Be Learning: Aug 2012

InDesign/Illustrator Designer for Telstra rebrand staff training package.

iProduce: June 2012

Photographic Production Manager

- › Remotely co-ordinated Canberra based stills shoot featuring 150 models.

Screencraft Media: May 2012

Writer/Producer

- › Script writing, concept development, proposal writing, location scout and approval.

Catfish Films: Feb 2012

Production Assistant for a series of corporate promotion and TV commercials.

International Travel: Aug '09 – Dec '11

Traveler's Abilities:

Resourceful Spanish Speaker Adventurous Self-Reliant Alert Fit

Canberra employment:

Bearcage Productions: Jul 2007 – Aug 2009

Associate Producer for TV advertising, corporate, web and television productions.

- › Managed media projects with budgets ranging from \$3,000 to over \$250,000.
- › Solved logistic and financial problems to deliver on budget and on deadline, for e.g:
- › Produced [TransACT “Ready for Anything”](#) brand campaign \$18,000 within budget.
- › Produced urgent [ACTEW Corp “Two Dams”](#) campaign (\$120,000) in 12 days.
- › Directly managed relationships with agency, corporate, and government clients.
- › Compiled creative treatments, proposals, and made presentations to new business.

Southern Cross Broadcasting: Mar 2006 – Jul 2007

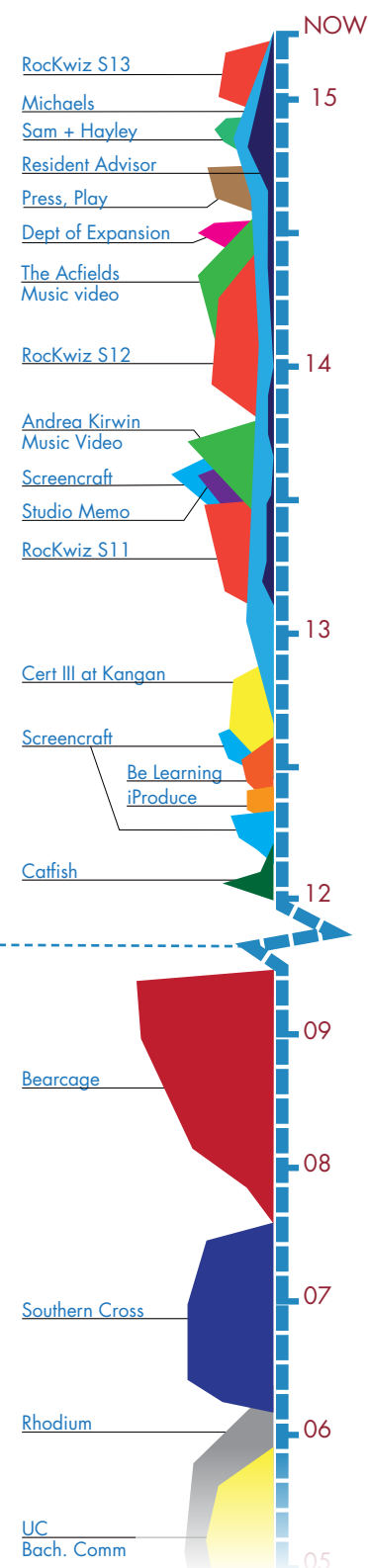
Presentation Co-ordinator/Video Tape Operator

- › Assembled and monitored Southern Cross Television's on-air broadcast.
- › High pressure position, directly controlling broadcast to potentially millions of viewers.
- › Live AFL, cricket and tennis, live news, timezone delay, and EVS playback.

Rhodium Asset Solutions: Aug 2004 – Mar 2006

Financial Reconciliations Team Leader / Lease Tracking System Design

Timeline



Driving

Subaru Liberty Wagon



› hire me with or without

Education

Tertiary

Bachelor of Communication (Media/Multimedia Production): 2003 – 2005

University of Canberra - Distinction average (with an entrance score of 94.25)

Certification

Cert III in Microbusiness Operation: 2012

Kangan Institute

AustraliaWide FirstAid 2015

CPR and basic First Aid



Working with Children

Referees

Lucy Maclaren

Line Producer, RockWiz
+61 407 317 810

lucy@renegade.com.au

Doug Merriman

Exec Producer (retired)
Ex Bearcage, iProduce
+61 419 999 001

creative@wintersfarm.co

Personal Pursuits

Resident Advisor: Feb 2013 – Present

Photographer covering music events and festivals for residentadvisor.net.

CDR (Create Define Release): Feb 2014 – Present

Photographer supporting international emerging electronic music initiative.



Cycling



Yoga



Constant Learning



Travel



Eating Well

Language

English

Refined and concise
writing, engaging
oral expression



Spanish

Conversation and
practical
communication



Selected Work

follow links or visit www.asherfloyd.com



Production Reel



The Acfields - Grabbed Me By The Heart
music video



Andrea Kirwan - Mary Go Round
music video



Travel
photo portfolio