



MELISSA COFIE

PRODUCTION ASSISTANT & FREELANCE DIRECTOR

PERSONAL PROFILE

A performance-driven and self motivated Freelance visual content creator and BA Film graduate with 5 years of experience. Seeking the added opportunity to acquire and develop a position in the Film and TV industry, to further my career and help meet company expectations. With a visually creative background I enjoy working amongst others in fast-paced and high pressure situations. In my role I enjoy a mix of office based and practical work, as it provides a challenging part in my conscientious attitude to work.

SKILLS

Technical Proficiencies

Adobe Creative Suite, Final Cut Pro X, MS Office, Copywriting, SONY Digital Video Cameras, After Effects and Premiere Pro.

Strengths and Accomplishments

Demonstrated ability to meet deadlines. Excellent organisational and communication talents, solid skills in improving productivity and efficiency while reducing costs.

Film and Television Production

Enthusiastic and creative, effective in organising and coordinating shoots. Ability to conduct project manager role while writing and editing treatments, scripts; competent in film and sound editing.

Social Media management

Content research, development and maintenance of community engagement and client relationships on a daily basis. Able to develop a social media presence and implement campaigns through email marketing and online marketing.

REFERENCES

Greta Wynn Davies, Deputy Head of Film & Content at VCCP
gretawd@vccp.com

Melanie Bones, Line Producer at Lime Pictures
mbones@limepictures.com

Dr Sarah Afuwape, NHS Principle Health Psychologist
sarah.afuwape@nhs.net

CAREER SUMMARY

Production Assistant

VCCP / Girl & Bear | August 2021 to PRESENT

- Assisted and managed shoots for brands like O2, Cadbury, Walkers and Dominos
- Organising and attending Client meetings, PPMs and drafting treatments

Organ Donation Campaign Content Creator, Videographer & Editor

NHS | February 2019 to January 2021

- Monitored and analysed the performance of digital promotional campaigns.

Social Media Marketing Intern & Content Creator

HEPP UK | October 2020 to March 2021

- Using software such as Figma, Trello and Canva for design and planning purpose.
- Collecting Google Analytics to compose reports, as research for decisions on future content updates.
- Drafting posts across Tik Tok, Facebook, Instagram, Twitter etc.

Production Runner | The Only Way Is Essex, Georgia & Tommy LIMEPICTURES LTD | March. 2021 to April. 2021

- Assisting the TOWIE team, liaising with companies and brands for endorsements.
- Worked closely with Production Co-ordinator to develop a vision for the direction and delivery of various collaborative projects.
- Logging rushes per episode

EDUCATIONAL TRAINING

- **BA (Hons) Film Production Degree, 2:1 (2017-2020)**
University of West London School of Film, Media & Design
- **Foundation Diploma in Art & Design, PASS (2016-2017)**
University of the Arts London: Central Saint Martins
- **A Levels: A* Art & Design, B Sociology, C Biology (2015-2016)**
Sacred Heart Catholic Sixth Form, London
- **GCSEs: 1 A*, 5 As, 4 Bs including Maths, English and Science (2009-2014)**
Notre Dame RC Girls Secondary School
- ScreenSkills Covid-19 Awareness Training

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A CONVERSATION ABOUT ORGAN DONATION

CORPORATE VIDEOGRAPHY: NHS ORGAN DONATION CAMPAIGN
(2019)



'COMMUNICATION 101'

MUSIC VIDEO FOR ARTIST VIMBAI-ROSE | SHOT, DIRECTED & EDITED BY ME
(2020)



'TASTE OF YOU'

DANCE MUSIC VIDEO: DIRECTED BY GEORG ESTELLE | SHOT & EDITED BY ME (2021)



'RAIN OF JULY'

MUSIC VIDEO FOR SABAH KENWAY DIRECTED, SHOT & EDITED BY ME
(2021)

*ALL WORK LISTED CAN BE FOUND ON MY VIMEO PAGE (MELISSA COFIE/MACO MEDIA)

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