

GEMMA HALL

Creative Content Creator + AI Video Producer

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📍 London, UK

EXPERIENCE

Content Creator

Freelance - Self Employed

📅 09/2023 - Present

📍 London, UK

- Produce and edit engaging video content using both traditional and AI-assisted techniques for digital platforms.
- Utilise AI video generation tools (Runway ML, Google Deepmind, OpenAI Sora) to create innovative, automated video content.
- Develop creative concepts, scripts, and storyboards aligned with client branding and campaign objectives.
- Manage all aspects of video production including filming, lighting, sound recording, and post-production editing.
- Capture professional photographs to complement video projects and enhance storytelling.
- Collaborate closely with clients and creative teams to deliver high-quality content within deadlines.

SUMMARY

Creative Content Creator with over 10 years of experience in digital media, specialising in videography, AI video generation, and cross-platform storytelling. Skilled in Adobe Creative Suite, and emerging AI video tools, with a strong foundation in live production, editing, and digital content strategy. Proven ability to craft compelling visual narratives that drive engagement and align with brand goals. Currently expanding capabilities with cutting-edge AI and immersive video technologies.

Creative Shooter

News UK

📅 01/2022 - 04/2023

📍 London, UK

- Operated cameras on location during live TV broadcasts, capturing video and still images for both television and digital platforms, and edited news packages using Adobe Premiere.
- Managed live camera setups and filming in the field, producing footage and photographs, and assembled news packages for broadcast and online distribution with Adobe Premiere.
- Worked closely with production teams to film live segments and capture still photos, while editing video content for news packages tailored for TV and web audiences.
- Conducted live field camera operations, shot supporting still photography, and edited comprehensive news packages using Adobe Premiere for broadcast and social media.
- Recorded live footage and captured still images on location, then edited and finalised news packages for both live TV broadcast and online platforms with Adobe Premiere.

Camera Operator & Editor

GB News

📅 04/2021 - 01/2022

📍 London, UK

- Captured live video and still images on location for news broadcasts, editing footage into polished packages for TV and online using Adobe Premiere.
- Operated cameras during live field news shoots, producing still photographs and editing video segments for broadcast and digital platforms.
- Filmed live news coverage and took supporting still photos, assembling and finalising news packages with Adobe Premiere for multi-platform distribution.

EXPERIENCE

Field Operator & Editor

[ABC \(Australian Broadcasting Corporation\)](#)

11/2016 - 04/2021  Melbourne, AU

- Operated camera equipment on location to capture live and recorded footage alongside still photography for live TV broadcasts and digital platforms.
- Managed technical setup and camera operation in live broadcast environments, producing content for television and social media.
- Collaborated with production teams to deliver high-quality video and photographic content for live television and online audiences.
- Executed live field shoots by coordinating camera work and capturing still images to support broadcast and social media coverage.
- Recorded live video segments and created still photographic content to enhance live TV broadcasts and digital storytelling campaigns.

EDUCATION

MSc in User Experience Engineering

[Goldsmiths College](#)

 2023 - 2025

 London, UK

- University of London
- Graduated with Distinction, recipient of The Gold Award
- MSc UXE Course Representative 2023-2025

BA in Multimedia Journalism

[James Cook University](#)

 2010 - 2014

 Townsville, AU

- Graduated with Distinction, recognized editor-in-chief of student-led online news platform JCNN

SKILLS

AI Video Generation

Video Editing Workflows

High-Definition Filming

Multi-Camera Production

DSLR Operation

Mirrorless Camera Operation

Professional Photography

Studio Lighting Setup

Natural Lighting Techniques

Audio Recording **Sound Mixing**

Script Development **Storyboarding**

Social Media Video Formats

Digital Storytelling **Colour Grading**

Video Compression **Livestream Production**

Broadcast Operation

Visual Effects Integration **Motion Tracking**

Automated AI Editing **Runway ML**

Google DeepMind **OpenAI Sora**

Real-Time Video Processing

Video Rendering Optimisation

Multimedia Content Creation

Post-Production Workflow

Camera Calibration