

# GEMMA HALL

Creative Content Creator + AI Video Producer

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## 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.

### 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.

## 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.

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