

Juan Cruz

CREATIVE • FILMMAKER

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Award-winning creative thinker able to generate and develop fresh ideas and innovative concepts. Inventive and resourceful as a filmmaker, continuously learning to improve on my craft and technical skills focussing on directing, cinematography and editing.

KEY SKILLS

- Skillful video editor, camera operator and director.
- Adobe Premiere Pro, After Effects, Photoshop, Audition, Encoder.
- Sony FS7, a7sIII / Canon 6D MKII / ARRI Alexa Mini
- Strong communication and problem-solving skills.

WORK EXPERIENCE

Mid-weight Creative • A+E Networks EMEA

London, Jul 2022 – Present

- Leading campaigns, coming up with ideas for concepts and executions and overseeing the whole process while responding to brief.
- Creating promos and reversions across linear and digital platforms.
- Shooting with talent regularly.

Junior Creative • A+E Networks UK

London, Feb 2021 – Jul 2022

- Creating promos and reversions across linear and digital platforms.
- Working across campaigns, coming up with ideas for concepts and executions and overseeing the whole process while responding to brief when leading them.
- Leading digital campaigns contributing to envision and create content for the company's social platforms.
- Shooting with talent regularly – some names include Ross Kemp, Al Murray, Kym Marsh and Dermot Murnaghan among others.

Creative Assistant • A+E Networks UK

London, Jan 2019 – Feb 2021

- Supporting the Creative team while contributing with ad-hoc tasks and ideas.
- Creating decks for internal events, as well as department and company meetings.
- Supplying assets for internal departments and external providers following tech specs.
- Creating promos and reversions, as well as shooting with talent, corporate and PR events, taking BTS stills and data wrangling.

Camera Runner • Netflix/24-7 Drama

London, Jan 2018

Assisted camera crew during live filming of Jim Jefferies: "This Is Me Now" Netflix Special.

Camera Prep Technician/Hire Coordinator • 24-7 Drama

London, Nov 2017 - Oct 2018

- Preparing and upkeeping advanced camera systems used in high-end TV and film productions at a high standard.
- Client contact and controlling traffic of equipment while liaising with producers, rental houses and camera crew members.

Camera Assistant • Charlton Athletic FC

London, Apr 2017

Assisted with broadcast camera setups, GoPro's and sound equipment. Ensured proper working order of live feeds while safety managing cables and wall boxes.

Videographer (Camera Operator & Editor) • Greenwich Bright

London, Oct 2016 - Oct 2017

- Self-op shooting and editing content including highlight reels, short form and promo films while adhering to brief.
- Liaising with clients, collaborating in brainstorming, budget allocation and distribution.

ACHIEVEMENTS

Promax UK Awards 2022

2x Gold Winner

"Best Factual Originated"
"Something For Nothing"

1x Bronze Winner

"Best UK Production for Non-UK Broadcast"

Young Filmmakers

Competition - Winner

British Safety Council
2017

ARGO Grant

6-month internship at the
Embassy of Spain in
Washington, D.C.

Spanish Ministry of Education,
Culture and Sport
Sep 2015 - Feb 2016

EDUCATION

MSc Film Production

University of Greenwich
2017

BA Hons Business Management

University of Zaragoza
2014

Erasmus Programme

Kingston University
2013

INDUSTRY CONTRIBUTIONS

Freelance Content Writer

IMIS Blog - [Link to blog](#)
Jul 2017 - Sep 2018

REFERENCES

Available on request.