

BRANDON MCCANN

RESEARCHER, SOCIAL MEDIA  
& TV / ONLINE PRODUCTION

4 Ardmore Court, Belfast

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brandon@brandoncana.com

## // PRO SKILLS



I.T. & MOBILE  
(WIN & MAC)

- Broad Computing Ability
- iOS & Android Experience
- Web Design (HTML, CSS)



PHOTO &  
A.V. EDITING

- Freelance Photographer
- Produced Short films
- Can solely edit A/V's



SOCIAL  
MEDIA

- Completed Campaigns
- Use of Google Analytics
- WordPress for Blogging



EDITORIAL  
ONLINE CONTENT

- Article & Copy-writing
- On-screen & BTS Reporting
- Written & A/V Interviews



CREATIVE  
WRITING

- Concepts & Treatments
- Screenplays & Shot List
- Production Schedules



RESEARCH &  
COMMUNICATION

- Essays, Presentations
- P.R. & Networking
- Public Speaking

## // SOFTWARE

- Word | Excel | PowerPoint | Outlook
- Pages | Numbers | Keynote
- Adobe Photoshop | Adobe AfterEffects
- Adobe Illustrator | Adobe Dreamweaver
- Final Cut Pro | Premiere Pro | Celtx
- Logic Pro | Finale | Sibelius | Audacity

## // CHARACTER TRAITS

### ENTREPRENEURIAL

*I love delivering new ideas.*

### HARD WORKING

*Actions speak louder than words.*

### TENACITY & LEADERSHIP

*I get things done and never give up.*

### DEDICATED

*Loyal & passionate of creative media.*

### COMMUNICATIVE

*I ask questions to create solutions.*

## // PROFILE

*An experienced media freelancer of six years*  
with a plethora of long-term professional experience and training  
in **audio-visual concept writing to creation**, post-production **editing**,  
online **journalism**, multi-media **research & broadcasting**  
alongside **social media** management & development.

## // EMPLOYMENT HISTORY

**BBC NORTHERN IRELAND** | Researcher (Freelance), Producer (Trainee)  
*Belfast, Northern Ireland / Sept. 2016 - May 2017*

During participation in the BBC Make It Digital program I was provided lectures and training from media industry experts such as **Aidan Browne** (*Senior Lecturer at BMC, Artistic Director of Youth Lyric*) & **Michelle Napier** (*UTV Presenter, Journalist*). After passing my training, I was offered a rare placement with the BBC to work as a Trainee Producer within the Digital & Learning department of the Blackstaff building.

I assisted the producer on the creation of various web content to be utilised within the "BBC Make It" website from **script** to final cut **editing** I visited numerous locations for **recce**, **vox-pop** shooting and **consent form** management. After completion of the placement, I applied for a Freelancer role in the same department; this time as a Researcher for which I was granted by the BBC NI talent manager.

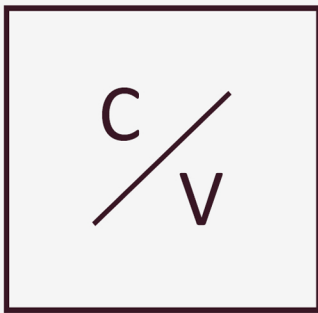
As a freelance researcher, I used my web-design skills to **code GSCE Bitesize pages** to new strict guidelines presented by the London contingency while **gathering & editing content** from independent production companies, researchers and executive producers to administer onto the BBC programme web-pages while uploading the episode(s) onto its respective iPlayer page. I also **produced still-images** to fit dimensions needed to be used as **video thumbnails** while altering media to fit **short-form video** to be uploaded on BBC NI's **Social media pages** to aid engagement.

Lastly, I've completed numerous **BBC staff-training modules** on aspects such as production safety, data protection act, media law (U.K & international) and more.

**ROYAL TELEVISION SOCIETY** | Futures N.I. Staff Member

*Various, Northern Ireland / June 2017 - Jan. 2019*

As a committee staff member I have **collaborated with numerous factions across UK & Ireland** and have co-organised conferences aimed at media graduates to aid with gaining employment while providing **rendezvous with key-talent** spokespeople to appear at said conferences. I also aided in **conference set-up**, **public relations** and **photo & videography** during these events to be utilised on the RTS website as well as their social media pages.



// EDUCATION

CREATIVE TECHNOLOGIES – 1<sup>st</sup> BSc (Hons)  
*University of Ulster*  
2012 – 2015

BBC MAKE IT DIGITAL - NVQ Level 2  
OCCUPATIONAL STUDIES - BTEC Diploma  
*Belfast Metropolitan College*  
2009 - 2010, 2016

A-LEVELS – Moving Image Arts (A) |  
Mathematics (B) | Art & Design (C)  
*De La Salle College*  
2010 - 2012

GCSEs - 5 GCSEs A-C (1 As, 1 Bs, 3 C)  
*Cedar High School*  
2008 - 2010

// ACHIEVEMENTS

SOCIETY CHAIRPERSON  
*Ulster University – Sept 2013 to June 2015.*

COURSE REPRESENTATIVE  
*Ulster University – Sept 2012 to Aug 2013.*

CLASS REPRESENTATIVE  
*De La Salle College – Oct 2010 to May 2012.*

HEAD BOY  
*Cedar High School – Sept 2009 to June 2010.*

// AWARDS

EDGE AWARD  
*Ulster University – May 2015*

TROPHY FOR MOVING IMAGES  
*De La Salle College – Nov 2012*

FILMMAKING ACHIEVEMENT  
*StudioOn – May 2011*

**EUROVISION SONG CONTEST | Content Producer & Press Editor**

*Amsterdam, Copenhagen, Kiev, Lisbon, London, Malta, Stockholm / Feb. 2013 - Present*

I have worked as an online press editor for Australian-based Eurovision news-site; ESC Daily (<http://escdaily.com>). After three years of online article writing involving **interviews, live-blogs and press releases** I was promoted to a presenter and developed my own **talk show web-series** entitled “Europe Calling”. My roles within the Eurovision Song Contest include:

- **Article and live-blog production** while reviewing live rehearsals.
- Audio-visual **content creation and promotion** utilising WordPress.
- **Technical support**, practical and online, both Windows and Mac
- **Audio & video editing** (on-camera and behind-the-scenes).
- **TV, Radio and podcast reporting**; both live and pre-recorded.
- **Public relations** via. work e-mail, interviews and social media

I have worked with numerous broadcasters, artists and independent production companies both in local, national selections and on-site in the designated host city - working within the Press Centre and chosen venue. Overall, I've assisted in digital and **on-camera work for delegations** from the BBC, Cadburys, Forbes (via. ESCInsight), SVT (Sweden), BNT (Bulgaria), PBS (Malta) & SBS Australia.

**CANA PRODUCTIONS | Photographer, Videographer & A/V Editor**

*Various, United Kingdom / Nov. 2015 - Present*

I have set up my own freelance business in which I have **shot numerous glamour photoshoots** for actors, upcoming models & artists both **in-studio and outdoors**. I also have provided **photography & videography for events** including weddings, christenings and engagements utilising my **own DSLR camera**, lighting equipment, green screens (if required) and Adobe Photoshop, Lightroom, AfterEffects and PremierePro for **photo re-touching and A/V editing** respectively. I utilise social media & my website for promotion alongside Gumtree, Freelancer, Fiver and more.

**NORTHERN IRELAND SCREEN | Script Consultant**

*Belfast, Northern Ireland / June 2018 - Present*

I have been contracted to provide **consultation to local scripts** that have applied for funding by the Northern Irish TV/Film board. I **review scripts** provided and offer a **full, comprehensive analysis** of its narrative, structure, character development amongst other technical aspects to be sent back to the board for consideration.

// MORE INFO

**Official Website (More Info):**  
[www.brandoncana.com/about](http://www.brandoncana.com/about)

**Photography Page (Facebook):**  
[facebook.com/BrandonCanaPhoto](https://facebook.com/BrandonCanaPhoto)

**LinkedIn Profile:**  
[www.linkedin.com/in/branmccann](http://www.linkedin.com/in/branmccann)

**Official Website (Portfolio):**  
[www.brandoncana.com/work](http://www.brandoncana.com/work)

**Eurovision Articles (ESC Daily):**  
[www.escdaily.com/author/brandon/](http://www.escdaily.com/author/brandon/)

**Europe Calling web-series (YouTube):**  
<https://bit.ly/2l61vdK>

// REFERENCES

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Available upon request