

Isabel Cooley – CV

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Key Skills

- Portrait Photography
- Event Photography
- Film Photography
- Visual composition
- Storytelling/Branding
- Darkroom Development
- Adobe Editing suite
- Studio lighting set up
- Cinematography
- Pre-production planning
- Set design
- Post-production
- Colour grading
- Pro Create Illustration
- Equipment management

Experience and relevant roles

Next Plc, November 2021- Sales Assistant - Current Position

- Serving customers on tills and on the shopfloor, resolving customer complaints, working on all departments on the shopfloor and stockroom showcasing versatility, extensive knowledge of current stock rotations and building show room furniture to align with current market trends in order to maximise sales and to promote the company's reputation in customer care.
- Communicating effectively with all staff, offering support in busy sales periods, training new staff on the tills and regarding internal processing to ensure the company is equipped with well-rounded and knowledgeable staff members that prioritise efficiency.
- Processing and organising stock, stock replenishment, creating new organisation systems for areas I manage on the shopfloor and in the stockroom to keep processing concise and accessible, therefore promoting efficiency.
- Promoted to 'person in charge' status after showing initiative in stock management and team management. Being a customer-facing role, I increase the stores service rating by collecting on average 3 'positive' reviews a week which in turn boosted the local brand reputation.

Freelance Artist, 2022 - Current position

- Creating unique and personal pieces of art for any space or client.
- Using a blend of mixed media paints (primarily Acrylic paint and Gouache) to make a well thought out and deeply moving piece that is seated in realism with a contemporary twist.
- Working on any scale from a 6"X4" print to a full wall mural.
- Priming and sealing each canvas type to ensure longevity in a busy home or business.

Freelance Photographer, 2024 - Current Position

- Shooting on location at Motorsports circuits.
- Equipment management in a high speed environment.
- Adapting to live action unfolding.
- Editing to a high standard using the Adobe Creative suite.

Nick C Photography, 2016 - Wedding Photography Assistant

- Capture B-roll photographs of guests and small details throughout the day.
- Manage and construct portable portrait studio equipment to a professional level.
- Make lighting adjustments throughout the day to support the environment.
- Liaise with guests and children ensuring a more comfortable atmosphere which is imperative to a successful wedding shoot.

Kodak X Adidas collaboration project, February 2023, Props Designer

- Conceptualisation, planning, design and the creation of hyper-realistic clay props using a plethora of media to add recognisable branding to a cinematic advertisement promoting diversity in sports.

Flix Animation Ltd, December 2023, Post-Production of ITV 'TikTok: Murders gone viral'

- Observe and contribute to the postproduction workflow by offering suggestions for final edits including text spacing, font and colour grading when attending meetings with studio producers.

Education and qualifications

Brockington College, Leicester, 2013-2018

8 GCSE's including Mathematics and English – 2 A's & 6 B's

Bosworth Academy, Leicester, 2018-2020

Media Studies - A, Film studies - A, Photography - A, EPQ – A

The University of Salford, Salford, 2020-2023

Bachelors of Arts – Film Production – 2.1

Systems and software

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|------------------------|-----------------------|-----------------------|
| - Microsoft word | - Adobe Premier Pro | - Adobe Audition |
| - Microsoft Outlook | - Adobe Photoshop | - DaVinci Resolve |
| - Microsoft Excel | - Adobe Lightroom | - Avid Media Composer |
| - Microsoft Powerpoint | - Adobe Illustrator | - Procreate |
| - Celtx | - Adobe After effects | - Tinkercad |

Hobbies and Interests

Art

- I have had a passion for all things creative stemming from my Dad however painting acrylic has always been my favourite medium. I paint all sorts, portraits, landscapes, abstract and realistic. Recently I have expanded into fine line sketching and gouache painting.

Photography

- I often travel to events, the countryside or cities with my cameras. I love all kinds of photography and frequently experiment with digital and film photography using a variety of technology. I develop my own film and prints where I can as I love the hands-on process and the final product being physical rather than a file on a computer.

Film

- My undergraduate degree is in Film production and the reason I love film is being able to make your audience feel something for a short amount of time. The processes I practice the most are Editing (colour grading/offline) and set design but I have also practiced in directing and 1st AD.

Motorsports

- I have followed F1 and MotoGP since I was a child and over time, I started supporting other series such as Extreme E and IndyCar. This branched into following local Formula Ford and Tin top races and getting opportunities to film and photograph at Karting tracks.

Reference's and Examples

References and examples of previous works available upon request.