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# ROB SIMPSON

## PROFILE

Creative and passionate filmmaker and communications professional with strong technical skills, experience delivering digital communications strategies in the charity sector and a proven track record in fast-paced production teams creating content for multiplatform campaigns, including Jamie Oliver's Food Revolution Day. I have a particular passion for documentary making, wildlife conservation, and climate justice. More recently I have been turning my skills to communications and branding work for grassroots community projects in Edinburgh and Rwanda.

## ACHIEVEMENTS

- Managed a successful crowdfunding campaign raising over £6000.
- Secured coverage for the opening of the Food Sharing Hub in every Scottish national newspaper and TV evening news.
- Created the campaign video to accompany the change.org petition for Jamie Oliver's Food Revolution Day (1.5 million signatures).
- Produced, directed and edited 12 apprentice graduation films for Jamie Oliver's Fifteen Restaurant.
- Returned to studies to complete an MSc with distinction in environmental politics.

## KEY SKILLS

- **Software:** Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator & InDesign), Final Cut Pro & X, Avid Media Composer
- **Web development:** Basic HTML, and content management systems (Wordpress, Squarespace, & Wix)
- **Film and Photography:** Canon 5D, C300, XF305, Lumix GH4, Black Magic Cinema Camera, & GoPros.

## CAREER HISTORY

### Communications Coordinator, SHRUB Coop

*Dec 2017 to Present*

- Leading a team of volunteers to create and manage the communications output across social media channels, mailing lists, website, print, press and in-store displays.
- Managing the marketing strategies and branding for 3 major business activities (the Zero Waste Hub, Wee Spoke Hub, and Food Sharing Hub) and Zero Waste Edinburgh; a £300,000 ERDF funded project to inspire zero waste behavior change across the city.
- Rebranding and developing marketing strategies for the charity's three major business activities (the Zero Waste Hub, Wee Spoke Hub, and Food Sharing Hub).
- Project managed a custom built CRM system that integrates a member and volunteer database with a till system to provide individuals with their carbon savings.

### MSc in Global Environment, Politics and Society, University of Edinburgh

*Sept 2016 to Aug 2017*

- **Dissertation:** human-wildlife conflicts in poor rural communities in the Virunga mountain region in Rwanda.
- Provided marketing and branding support while on placement to Red Rocks sustainable tourism initiative, and Acts of Hope Foundation.

### Assistant Producer, Wall to Wall Media (Warner Bros. UK)

*Jun 2016 to Sept 2016*

- Developing science documentaries for international broadcasters including National Geographic, PBS, Science Channel, Netflix, Amazon, Discovery and Animal Planet.

- Copywriting and creating interactive online pitches using the Squarespace CMS.

**Career break** Backpacking in S.E Asia and Borneo

*Jul 2015 to May 2016*

**Assistant Producer**, Fresh One Productions - *Jamie Oliver's Food Revolution Day*

*Jan 2015 to Jun 2015*

- Managing the YouTube channel - Setting deadlines for content delivery from external providers, and acquiring user generated content.
- Supporting our change.org petition (1.5 million supporters) - Secured a signature from every country in the world by reaching out to global press and the food industry.
- Organising a press day and an open top bus procession through central London.

**Editor & Camera Operator**, Fresh One Productions - *Jamie Oliver's FoodTube*

*Sept 2014 to Jan 2015*

- Filming and editing recipe videos for Jamie Oliver's award winning YouTube Channel.
- Setting up shoots for fast turnaround videos and live broadcasts.

**Development Researcher**, Fresh One Productions

*Apr 2014 to Aug 2014*

- Research and writing treatments for science and factual content for BBC2 and Channel 4.
- Research for Jacques Peretti - *The Super Rich and Us*, 2 x 1 hours for BBC2.

**Researcher**, Fresh One Productions - *James Rhodes: Don't Stop the Music (Channel 4)* *Jan 2014 to Mar 2014*

- Casting teachers and school children for a series campaigning for better music education.
- Finding music teachers and instruments for a class of 30 primary school children who've never had the opportunity to take part in music lessons.

**Editor**, Fresh One Productions

*Jun 2013 to Dec 2013*

- Editor and camera operator for development taster tapes, branded content for Samsung, Philips, and Tefal, and digital content for the Jamie Oliver Food Foundation.

**Edit Assistant**, Fresh One Productions

*Mar 2012 to May 2013*

- Maintaining post production facilities & camera equipment.
- Training and advising productions on cameras and technical workflows.

**Runner**, Fresh One Productions *'The Restaurant Inspector'* - *Channel 5*

*Nov 2011 to Feb 2012*

**Runner**, BBC Repeats and Reversioning Unit

*Oct 2010 to Oct 2011*

**Work Experience**, BBC Science Unit - *Horizon & Brian Cox's Wonders of Life*

*Aug 2010 & Sept 2011*

## EDUCATION

MSc Global Environment, Politics and Society - *Distinction* - **University of Edinburgh** - 2017

BSc (Hons) Zoology - 2:1 - **Durham University** - 2010

**5 A levels:** Biology A, Computing A, History A, Chemistry B, General Studies B

## TRAINING & QUALIFICATIONS

- Clean UK driving licence
- SCUBA Diving - PADI Advanced Open Water

**EXCELLENT REFERENCES AVAILABLE ON REQUEST**