

## Portfolio

www.etmediagroup.com/showreel

## Ethan Ticehurst

Creative Video Director & DOP  
www.etmediagroup.com

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## Social

 [www.linkedin.com/in/etmedia/](https://www.linkedin.com/in/etmedia/)

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## About me

Creative Video Director and DOP with 10+ years' experience delivering high impact campaigns for global brands including ASOS, TikTok, BOSS, John Lewis, Swarovski, Selfridges, Nike and Manchester United. I specialise in end-to-end video production - from creative development and directing through to cinematography, editing and post production. My work spans fashion, commercial and event -based campaigns, with a focus on bold, visually driven storytelling optimised for digital and social platforms.

## Expertise

- Video editing • Camera OP
- Visual effects • Sound management
- Pre production • Post production
- Scripting • Crewing • Lighting

## Programmes

- Premiere Pro • Audition • Illustrator
- After Effects • InDesign • Photoshop
- Davinici Resolve • FCP • Avid
- Capcut • Epidemic audio

## Equipment

### Camera:

- Blackmagic Cinema • Sony fx3/fx6
- Canon • Lumix • Red • Z cam

### Lighting

- Astora • Arri • Lite panels

### Audio:

- Senheisser • Rode • Dji Mics

### Rigs

- Zhiyun Crane • Zhiyun crane m
- Shoulder rigs

### Social

- Iphone 17 pror • Dji mics

## Digital & Social Content Platforms

- Meta Business Suite • Canva
- TikTok Creative Center
- Youtube Studio • Frame. io
- Asana • Dropbox/Google Workspace
- Wetransfer • Slack

## Education

Futureworks Manchester

Higher National Diploma

TV and Film Production - Distinction

## Experience

### ET- MEDIAUK Creative Video Director, DOP & Content Consultant 2019 - Present

As a freelance video director and content consultant, I work with businesses and creative agencies to develop, direct and deliver digital-first video campaigns. My work spans the beauty, fashion, music, sports, hospitality and commercial sectors, and includes directing cinematography, social-first content creation, and full production management. I collaborate directly with marketing teams, brand directors and external agencies to plan concepts, manage budgets, source crews and oversee shoots from pre-production through final delivery.

### Selected Clients & Agency Partners

- ASOS • TikTok • Selfridges • Beauty Works • Nasty Gal • John Lewis • Tesco (F&F clothing)
- HUGO BOSS • Beatport • Swarovski • Auto Trader • UK Youth • Cartime • Skiddle

Agency collaborations: • BHH • Profiles Creative • Major Players • JOHN DOE • RED marketing • Coolr

### Typical Projects & Responsibilities

**Creative & Campaign Direction:** Concepts, treatments, storyboards and full creative oversight for brand and commercial campaigns.

**Cinematography & Social Content:** Shooting fashion, sport and commercial work, plus high-performing vertical content for Reels, TikTok and Shorts.

**Production Management:** Pre-production planning, casting, scheduling, location scouting budgeting, crew sourcing and on-set leadership.

**Post-Production Delivery:** Editing, colour and sound design, delivering complete content packages for marketing, digital and paid social campaigns.

### CRP STUDIOS LTD

### Company Director

2020 - 2022

As Company Director, I led the studio's creative direction and production output, developing concepts and treatments for clients including The Smalls, Adobe and Under Armour. I worked closely with brand teams as a creative consultant, shaping narrative and visual direction from brief to delivery. I directed shoots, managed budgets and assembled specialist crews, ensuring efficient production and a strong cinematic standard across all content.

### FANATICS INC

### Senior Videographer

October 2018 - May 2019

I oversaw the creation of all video content for major external partners including Nike and Adidas Man city, Manchester United and New balance acting as the primary creative and production contact within the business. My role involved developing and pitching concepts, directing and shooting campaigns, and leading the edit and post-production process. I also supervised junior team members, coordinated with media agencies and talent, and managed budgets for equipment, shoots and freelance crews to ensure smooth and efficient production.

### JD SPORTS PLC

### Videographer

September 2016 - September 2018

I produced branded content for online platforms, social channels and in-store campaigns, shooting across studio, live events and on-location environments. I collaborated closely with the marketing team on campaign and advert delivery, taking on roles across directing, camera operation and post-production to create polished, high-impact video assets..