

**GILES McGARRIGLE**

43 Highfield Close, Amersham, Buckinghamshire, HP6 6HQ

T: 01494 727 394

M: 07889 305 023

E: [giles@altdit.co.uk](mailto:giles@altdit.co.uk)

DoB: 21<sup>st</sup> April 1970

Married, 2 children

Full, clean UK driving license

**Personal Summary:**

I have worked in the advertising industry for over 20 years including two top 5 Agencies. My editorial experience encompasses offline & online, as well as basic compositing. I have mastered and played out over 4,000 commercials & idents internationally, giving me a wealth of knowledge, especially in international compliance. As a manager, I have built facilities & workflows globally, as well as helped design & implement new technologies. I have commercial experience in financial reporting, budgets, procurement, ratecards and RFP's. I have managed large teams of people internationally & am used to large work volumes with tight deadlines. I am a self-motivated, energetic, collaborative and flexible worker and am someone who relishes finding solutions to problems.

**Software:**

Final Cut Pro (Advanced), After Effects (Proficient), Premiere Pro (Proficient), Photoshop (Proficient), Mocha (Basic), Motion (Basic), Cinema4D (basic), plus DVD Studio Pro, Episode, Word, Excel

**Professional Experience:**

*Freelance Editor and Consultant - Alt Edit Ltd*

*(Aug 2013-Present)*

- Freelance Editor and motion graphics for Clients such as Hogarth Worldwide, The Hub+ . All aspects of commercial work from editing, cutdowns, international versioning, broadcast compliance & delivery, tracking, basic 3D & compositing.
- Commercial credits include Gillette, Xbox, Mercedes, Pampers, Mattel, Gatorade, Braun, FedEx, Mars Petfoods (Pedigree, Cesar, Whiskas) and Wrigleys

*Head of Broadcast Operations - Hogarth Worldwide Ltd*

*(Oct 2011 to Aug 2013)*

- Lead a team of operators in excess of 70 including hubs in Buenos Aires, Bucharest, Poland & 5 sites across London. Everything from HR, recruitment to reviews and new working practices.
- Oversaw all facets of a busy full service Broadcast department with a multi-million pound turnover from bookings, work allocation, production processes, QC and delivery.
- Responsible for all systems, workflow and production processes globally, including budgets, upgrades, licencing, data management, archiving, new builds (internationally), disaster recovery.
- Worked closely with tech development to ensure new technologies designed, built and implemented to suit the Broadcast department's needs.
- Involved in all RFP's, worked closely with commercial to develop ratecards (global) as well as being responsible for the profitability of Broadcast.
- Continued involvement in versioning on a day-to-day basis. Clients include Unilever, P&G, SCJ, GSK, Mattel, Ford, DHL, Rolex, J&J, Vodafone, HTC, Emirates and Colgate Palmolive.

*General Manager/Head of Editing - Chrome Digital (McCann Erickson) (Feb 2005 to Oct 2011)*

- Assisting in the design and creation of Chrome including all systems and production processes.
- Running a facility of 10 members of staff including all resource and HR issues, as well as all aspects of the production process from bookings, work allocation, briefing, creative concepts, budgets/financial reporting, workflows and delivery, as well as Client liaison and new business presentations.
- Overseeing the move to tapeless output and digital QC & delivery.
- Extensive broadcast editing include B&Q, The Co-Op, MasterCard, Xbox, Coke, Microsoft, Vauxhall, Cereal Partners, Nestlé, Premier Foods, HP, Intel, Staples, Unilever and L'Oreal

*Senior Editor - Carbon (AMV•BBDO) (Jul 99 to Feb 05)*

- Working alongside the Head of Carbon, overseeing production and budgets on an individual project basis to ensure the best creative solutions delivered on time and within budget.
- Working closely with internal and external clients. Excellent relationships with all Agency depts.
- Editor across a wide spectrum of work including commercials, corporate communications & PR. Credits include Guinness, Sainsbury's, Homebase, Dulux, Walkers, RSPCA, COI inc NHS & DETR.

*Account Manager – AMV• BBDO (Mar 96 to Jul 99)*

- Client liaison managing all briefs, presentation of work, budgets, delivery and all aspects of the production process from TV to print and radio.
- Overseeing award winning WHSmith and Anti Drink Drive campaigns

*Account Manager - Group X Advertising (Jan 94 to Mar 96)*

- Client liaison managing all briefs, presentation of work, budgets, delivery and all aspects of the production process from print to direct marketing for Budgens, Coral, Specialeyes Opticians.

*Media Buyer - NMA (93 to 94)*

- Media planning & buying across many accounts including Ideal Standard, Ilford Photographic, and Flemings.

**Education:**

Swansea University (1989-93) - BSc (Hons) Civ Eng  
Radley College (1983-88)- 3x A levels, 1x AS level, 10x O levels

**Other Interests:**

Part time voiceover artist (inc Coke, Exxon Mobil, iNewspaper).

Aside from spending as much time as possible with my two daughters, I am a keen follower of cricket (MCC Member); I also enjoy playing golf and tennis. I am a DIY enthusiast. Other interests include films, music, reading, crosswords and sudoku

References available on request.

<http://uk.linkedin.com/pub/giles-mcgarrigle/1b/351/b44>