



SAL LIFELY

DIRECTOR / EDITOR

STATEMENT

I am an editor, producer & director working across a variety of genres including music videos, experimental shorts & video-art. I have an absolute passion for films across all genres, eras and countries. I directed / edited videos for many bands including Charlie Jones (Goldfrapp), Keeley Forsyth, Littlemen, BAFTA winning artist Jane Allison, a doc for MENCAP & a prize winning vid for Brian Eno. My love of film & popular culture informs my ideas & many years working in the music industry is integral to my sense of timing & ability to compile soundtracks.

Through uni & dedicated self-tuition I arrived at the profession late & have never looked back! I have strong creative ideas and I am always up for learning & improving at every level. I am happy to self shoot, although when budget allows I collaborate with talented Bristol-based crew, eg. I can shoot & run a project single-handedly or assemble & direct a full production. My previous experience organising events & festivals I regard as similar territory to organising scheduled & budgeted productions.

I am dedicated & hard working but also easy to work alongside. I have excellent verbal & written communication skills & much experience in creating promo copy, graphics & reels for social media.

EDUCATION

P.G.C.E Independent Film, Bath Spa University (2019)

B.A.. Modern English & Film, Bath Spa Uni (92-95) 1st Class Honours

West Of England Digital Marketing Diploma (2023)

CAREER HISTORY

Foxy Motion Films - Freelance Productions (2018 to 2023)

Foxy Music - Promoter & Events Organiser (2006 to 2018)

Future Publishing - Ad Sales Planner (2003 to 2006)

Drytac International - Marketing Officer (2001 to 2003)

Age Exchange, London - Events Manager (1998 to 2001)

Moles Venue & Studio - Head of Promotions & Bookings (95-1998)

ACHIEVEMENTS

- Script to screen winner to produce & shoot a video diary documentary about my farming dad John for BBC Countryfile
- Les Arnold Memorial Award Winner - Creative Achievement - Bath Spa Uni
- Winner - Music video competition - Brian & Roger Eno Album Project 2021

INTERESTS

Film, Travel, Gigs, Cooking, Walking, learning Turkish, member of Bluescreen Bristol and MUBI & MUBI GO.

CONTACT



+44 (0) 777 0727325



sally_lively@hotmail.co.uk



www.foxmotion.co.uk



27 Foxcombe Road Bath
BA1 3ED

KEY SKILLS

- Editing / Videography
- Producing / Directing
- Creative Ideas / Storyboarding
- Crew Production
- Budgeting
- Marketing / Promotions
- Design & Copywriting
- Skilled in Social Media. & Promo Reels
- Events Organisation

SOFTWARE / TECH SKILLS

- Adobe Premiere Pro
- Adobe After Effects
- DaVinci Resolve
- Sound design & sound effects
- Panasonic, Canon & Sony Camera user
- Skilled in lighting
- Canva Design & Colour Grading

CAR OWNER / CLEAN LICENSE
