

Xavier Soński

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A highly motivated and results-oriented production professional with love for the art of broadcasting, film and TV production. Trained in conflict resolution, unconscious bias, and leadership communications to foster positive relationships, reduce stress, and enhance team cohesion. Eager to leverage my strong foundation in film production and contribute to continued success in delivering exceptional entertainment to worldwide audiences.

Experience

Production Manager, Memorisica (Sept 2022 - Present)

- Produced a multi-camera production of basketball season-opening game, leading a crew of 20+ students and captivating a wide-reaching audience of over 1,000 viewers with an above average CTR of 12.3%
- Adopted innovative technology, 3D LiDAR scanning, to transform traditional location recce into a data-driven, precision-oriented process, modelling a 3D venue for both creative and logistical planning

Portrait / Event Photographer, Freelance (Sept 2019 - Present)

- Delivered personalised one-on-one meetings with potential clients to learn about their needs and preferences, leveraging this insight to exceed their expectations and create unforgettable experiences
- Demonstrated strong organisational skills by planning shoots, scheduling equipment rentals, and delegating tasks to ensure smooth workflow via crew resource management
- Specialised in capturing compelling images using DSLR and mirrorless camera systems, selecting ideal equipment and techniques to resonate with clients' preferences

Social Media Coordinator, Baker+ (May 2022 - Jan 2023)

- Managed project timelines and ensured timely delivery of social media content while collaborating effectively with marketing teams
- Drove a 14% surge in monthly active users, 510 to 590, on the streaming platform by designing engaging social media graphics and executing targeted campaigns
- Designed WCAG-compliant graphics and brand refresh, guaranteeing broader accessibility for all audiences

Education

The University of Salford, BA (Hons) **Film Production**

- Overseeing all aspects of production while producing second season of a talk show about filmmaking with live studio audience, including pre-production planning, budgeting, and post-production logistics, providing valuable content for graduate filmmakers entering the industry
- Honoured as a semi-finalist at the prestigious San Francisco Arthouse festival for my experimental film, "Liquid Architecture," loved by audiences for its stunning approach to exploring the human vs. artificial perception of reality via the integration of AI-generated frames
- Led a marketing strategy for the basketball team, culminating a 50% surge in Instagram followers from 400 to 600 through compelling print materials and engaging social media content, using **Adobe Photoshop** and **Lightroom**, thereby paving way to increased funding

Morecambe Bay Academy

A*, A*, and A in GCE Advanced Level in **English Language, Photography, Media Studies**

- Investigated and analysed linguistics and language features to reveal their impact on power dynamics within conversations, helping me to deftly navigate complex interpersonal dynamics and facilitate effective communication among team members
- Engaged peers through responsive Q&A sessions, translating complex concepts into accessible language, thereby fostering a deeper appreciation for my curated photography collection at school exhibitions

Affiliations

British Film Editors, Student Member (Sept 2023 - Present)

- Improved my knowledge of long-form and episodic post-production via 2-day course at Adobe headquarters, London, specialising in **Adobe Premiere Pro** for Assistant Editors, including project organisation, ALE workflows, synchronisation of picture and sound, media management, colour grading, visual effects, turnover preparation, and 3rd-party tools integration

Skills: Creative Project Leadership | Technical Proficiency: Adobe Creative Suite, Davinci Resolve, Avid Media Composer | Storytelling | Team Leadership Communications | Version Control | Technical Troubleshooting | Media Management | Multicam Editing | Colour grading | Time Management | Project Management | Result-oriented | Growth Mindset | Livestreaming | Innovative Problem-Solving | Notion | English, Polish — all fluent