

Romany Rowell Senior Video Editor

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About

A Senior Video editor who thinks beyond the timeline - combining creative storytelling, technical precision and leadership across 9 years in post-production. Cutting commercials, branded content, social campaigns and documentaries for high-end brands such as Vogue, Spotify and National Geographic. A specialist in visual storytelling and docu-style edits, owning the process end-to-end and working closely with directors and producers to shape tone, style and delivery. My recent short, *Blue Violet*, premiered at BFI Flare 2025 and SXSW London 2025.

Key Skills

- **Expert in crafting short form content**, commercials, branded content, social campaigns, documentaries, and narrative films with strong ambition to create inspiring content.
 - **Skilled in using music, SFX, and temp audio** to create audio-bed to elevate the edit.
 - **End-to-end post-production expertise**, managing ingest, offline edits, refining, conform, and multi-format delivery for all platforms.
 - **Ability to work autonomously as well as collaborate** closely with directors, producers, and motion designers to realize the project's vision while maintaining brand consistency.
Advanced technical proficient in Premiere Pro, macOS, and Adobe Creative Cloud; strong understanding of codecs, formats, and cross-platform delivery.
 - **Experience in project management and leadership** managing multiple editing projects on the go, working to tight deadlines with meticulous attention to detail,
 - **Inspiration seeker**, always keeping up to date with current film, music and cultural trends
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Selected Experience

Senior Video Editor – Freelance

London / UK | 2022 – Present

- Cut branded content, commercials, social campaigns, and narrative films for 20+ clients, including British Vogue, Chloé, Arsenal FC, and The British Red Cross.
- Featured on *Edit Girls*, recognised for career on a platform celebrating women in post production

Notable projects

- *Audible x Pottermore* - 6 month commission to develop and edit 2x 30 episodes of behind the scenes of the making of *Harry Potter Full Cast Audio Editors* - cast include: Hugh Laurie, Kiera Knightly.
- *National Geographic x Arm* (dir. Kaya Ensor) - Social cutdowns for "Power of Tech" campaign, shaping edit style of the offline edit, then supplying files to colour & sound to deliver for online.
- *British Vogue* - Cut and finished 2x promo films featuring Angelina Jolie and cast of *Bridget Jones* (142K+ views), handling edit, grading (Colorista), music & SFX research, and crafting detailed sound design.
- Short film - *Blue Violet* (dir. Josie Charles), developing structure and pace from script to final cut. Official selection for 4 film festivals including BFI Flare 2025 and SXSW London in June 2025.
- Short film - *Win* (dir. Steph Tari Odu) - Lead editor on BFI-funded short, starring Shaniqua Okwok (Flatmates, Lovers Rock), Martins Imhangbe (Bridgerton). Set to be released to festivals in 2025.
- Baileys' x *Stir It Up* campaign (dir. Louise Palmberg) - Delivered full scale campaign, including ingest, offline, conform, and delivery of platform-optimized assets in multiple formats.
- *The Guardian x British Red Cross* – Edited *After the Storm* documentary short with over 179K views. Crafting structure and emotive led storytelling.

Senior Video Editor - Pavilion Works

London, UK | Jun 2021 – Oct 2022

- Led editorial work on a wide range of TV commercials, social films, promo films, and branded content for high-end clients, eBay, TikTok, Apple, Google, Spotify, Conde Nast.
- Developed "Edit Guidelines" deck, streamlining workflows for internal teams and freelancers, covering media management, formats, codecs, aspect ratios, audio, and frame rates.
- Mentored and managed junior editors and freelancers, nurturing their skills and ensuring consistent

creative output.

Notable projects

- *eBay x That's the eBay Way* Social Campaign - Edited 14 scripted films, delivering a full suite of assets in multiple formats across multiple platforms (IG, TW, FB, YT).
- *House & Garden x Matilda Goad Documentary* Youtube Series - Lead editor of 4 parts series with Episode 1 surpassing 200K views in one week. Set the editorial style for subsequent episodes.
- *Sprandi x Take Care TV 30s* Commercial (dir. Charlotte Wales) - Due to footage restrictions, re-conceptualised the edit from the original script. Featured Finn Wolfhard and garnered 700K+ YouTube views.
- *Xbox x GamePass Prank Show* (dir. Theo Rhys) - Lead editor on a "dramedy" style prank show, featuring a 15-camera setup. Managed team of assists and editors to deliver 3x 5mins films.

Lead Editor & Motion Designer - DEPT (formally Byte)

London, UK | 2017 – 2021

- Led video and motion design for large-scale digital campaigns, and always-on content creating toolkits and guidelines for brands like Spotify, ASOS, Just Eat, and Pret.
- Collaborated with 3 other Leads to develop internal workflows within a 15 person team, managing 2 designers and nurturing their development, contributing to one being promoted to Lead role.
- Company was recognized in LinkedIn's 2018 Fastest-growing UK startups and ranked 33rd in the Financial Times 1000 - Europe's Fastest Growing Companies in 2019.

Notable Projects

- *Meta x Simply Add Stories* - Led video and motion design for the award-nominated campaign, securing the pitch and earning recognition at The Drum 2020 Marketing Campaign Awards.
- *Spotify* - Ongoing animated series, including *Football Legends* for Spotify Podcasts and *Record Label Stories* for artists like Johnny Flynn (Transgressive Records) and Kompakt.
- *TikTok x #ImComingOut* Campaign - Edited successful pride film using UGC from creators. The film reached over 1M views on YouTube, with Kylie Minogue contributing a special shoutout.

Education

Glasgow School of Art | 2011 – 2015

BA (Hons) in Communication Design (Graphic design exchange

- **OCAD University, Toronto** | *Graphic Design Exchange Program* | Autumn 2013

Training & Courses

UCL City Docs – *Documentary Storytelling* | Sept 2024

National Film & Television School – *Craft Editing* | Oct 2023

Mindspring Consultancy (at Byte/Dept) – *Leadership Training* | 2019

Goldsmiths College – *Race & Gender in Popular Culture* | 2021

Side Projects & Development

Holiday Club Film School – *Editing Workshop for 16-25 year olds* | Aug 2022

Bloom Mentoring Programme - *Mentee* | 2021 – 2022

You Make It Female Empowerment Programme - *Mentor* | 2020 – 2021

Take Care Magazine (The Housing Issue) – *Co-Founder & Video Lead* | 2017 – 2020

London Toastmasters – *Committee Member* | 2017 – 2020

References available on request.