



CV | EDWARD
JOSEPH
FARR

Content Creator with a background and passion for video production. Combining a Master's Degree in International Business Management, a Media Production Undergraduate, and over 15 years of experience; my passion may lie in videography but interest and skills stretch across the branding landscape. In recent years I have carved out a niche in the motorsport industry working with F1, WRC, Speedway as well continuing branch out into other industries such as travel and finance.

PROFESSIONAL EXPERIENCE

2021 - Present

Freelance Content Creator

Working as a professional videographer and photographer over a number of different brands and industries. Below are a few recent highlights:

Formula 1

Content Creation

Working directly with F1 to cover several races in the 2024 season (Bahrain, China, Monaco, Spain):

- Capturing and editing video content to be used across the main F1 Instagram and Tik Tok.
- Providing high quality photos of drivers to be used across social channels.
- In charge of the content going out on the F1 Paddock Club Instagram channel.

WRC Latvia

Content Creation

Providing high quality video content covering the Latvian World Rally Championship

- Travelling across the country to Latvia to ensure all aspects of the WRC were covered proficiently.
- Filming and editing high quality video content to go out on all social channels.

Speedway GP Series

Content Creation

In charge of all social content going out across Instagram, Tik Tok, and Youtube

- Covering all Season with video and photo content to go out on the main social channels.
- Working closely with the riders to ensure the best content possible.
- Editing high quality Instagram reels as well as user generated content for Tik Tok.
- Social channels have grown year on year.

AstroFX

AstroFX Trading Limited / Cryptonary / EverythingFX

Creative Director

In charge of the direction and creation of content across multiple platforms. Duties included:

- Direction, management, and creation pre/post of video, graphic, and photo content across Social Media for three companies including all staff, contributing to their personal brands growth.
- Responsible for the growth of the company's YouTube channel in which I was responsible for storyboarding, filming, and all post production. Channel Growth was up 86 % from previous year.
- Design and creation of all marketing materials including brochures, logos, posters, and presentations.
- In charge of rebranding the company's image including a new website, logo, and new course brochure.
- Intuitive problem solving during international video projects in Los Angeles, Miami, and Toronto.

EDUCATION

2015 – DEC 2016

Oxford Brookes University, Oxford, UK

MSc International Business Management (Overall Grade 2:1)

The master's degree is accredited by the CMI. The course covers various global business functions, such as marketing, finance and strategy. Specialised courses included International Marketing, Strategic Brand Management, and Global Strategic Management.

- Final Thesis focused on digital media and viral marketing in the global and UK sports industry, through a comparison study.

2008 – 2011

Canterbury Christ Church University

BA with Honours Degree in Film, Radio, and Television Studies

(Overall Grade 2:1)

Program included practical and theoretical modules that focused on industry demands and standards in media while allowing creativity and exposure to technical issues.

SKILLS



Adobe Premiere & After Effects



Word, Excel, & PowerPoint



Social Media Marketing



Strong Communicator



Adobe Illustrator, InDesign, and Photoshop



Management and HR Experience



Brand Management, Creation and Design



Project Management

PERSONAL



English (Native)
German (Basic)



Basketball and Fitness



First Aid qualified



Travel