

# Tom Vaughan-Mountford

TV Commercial Producer,  
Video Editor and Designer

Portfolio 2021/22



# Hello, I'm Tom.

## How can I help?

Since 1999 I have built a great career in video production, TV advertising, graphic design, and writing.

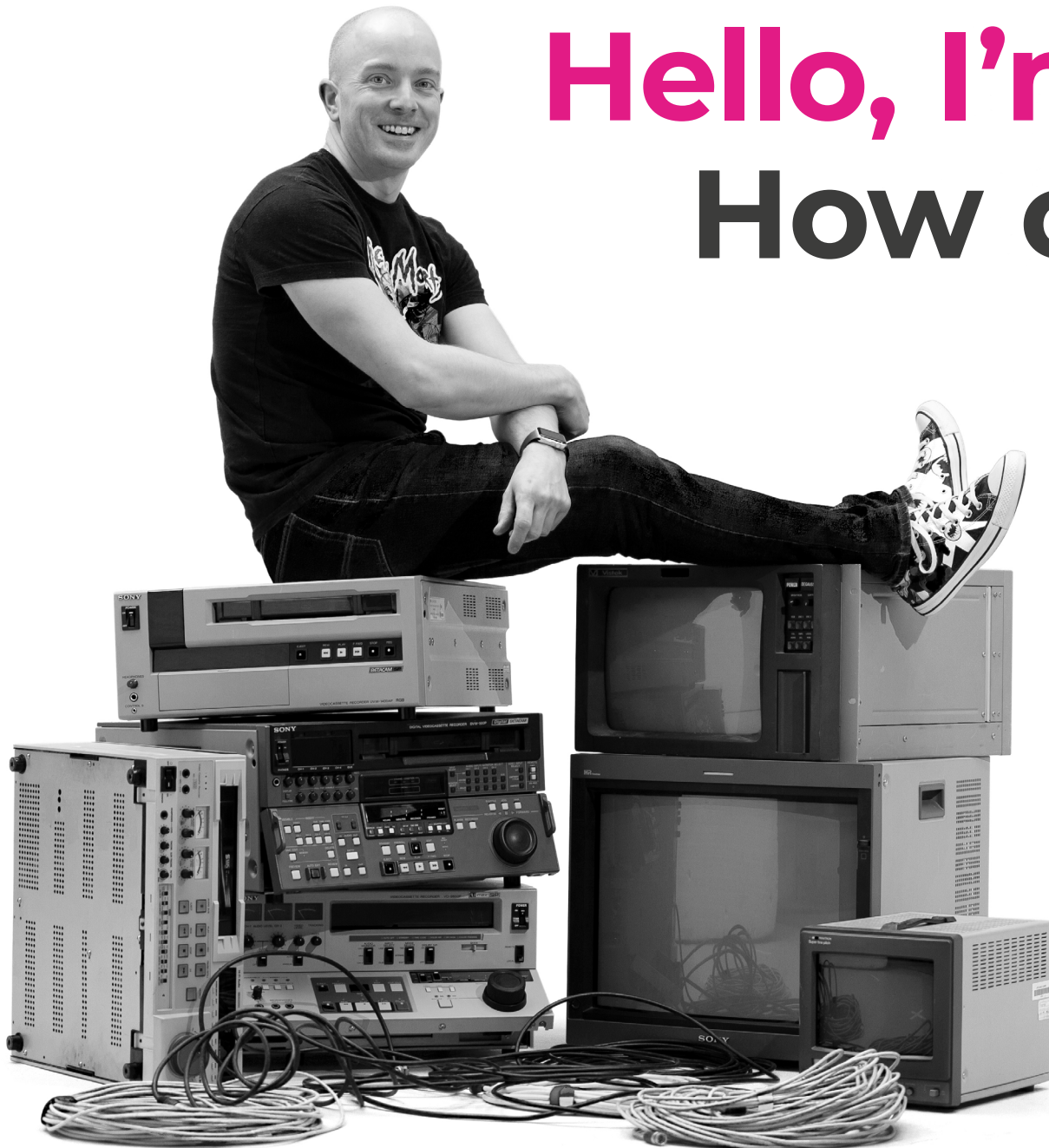
I produce creative, effective, and good-looking work, often without the luxury of distant deadlines or generous budgets. I deliver the goods no matter the obstacles or demands of the clients.

As Senior Video Editor at [JMS Group](#) I have direct involvement in the creation of almost 200 television commercials and corporate videos every year.

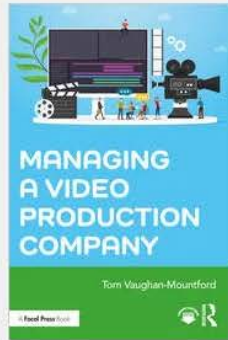
I work with the principle of extreme ownership, and maintain an optimised and exceptionally disciplined workflow to keep my projects on course. This reliability was instrumental in JMS Group becoming a Sky Media recommended commercials producer.

**I'm a reliable, experienced, and versatile creative with tremendous commercial experience. I'm available for professional bookings and consultancy.**

Play Reel



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1st Edition

# Managing a Video Production Company

By Tom Vaughan-Mountford

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## Book Description

Providing a detailed break-down of the skills required to establish and grow a profitable production company, this book enables content creators and filmmakers to navigate the commercial video production world and the needs of its clients.

Drawing on professional experience in the industry as well historical examples, author Tom

## Related Subjects

- [Business & Planning](#)
- [Producing](#)
- [Filmmaking and Postproduction](#)
- [Production](#)
- [Film Production](#)

**My first book ‘Managing a Video Production Company’ was published worldwide by Focal Press (Routledge) in 2021. The book is a recommended Media Studies text at several major universities.**

“Managing a Video Production Company is a terrific book for producers who are starting out in this business, those who are ready to level up, or those who need help getting their existing production company running more smoothly. This concise, well-written, and funny guide is a must-read.”

Arthur Vincie, Independent Director & Producer, Three Trembling Cities





# Core Skills

**I have dedicated 20 years to developing the skills to deliver outstanding projects for my clients. Such experience has refined a unique mix of complementary abilities.**

- Creative video editing - be it an ad campaign, YouTube series, or high-octane teaser.
- Motion graphics creation for any purpose, from Twitch to broadcast TV.
- Colour correction and grading in DaVinci Resolve.
- Imaginative sound design and audio post-production with Adobe Audition.
- Expertise in broadcast QC, text legibility, and stringent file delivery specifications.
- Highly proficient in technical fault-finding, IT, and video systems engineering.
- Precise file management and meta-data organisation. For one client I manage over 60,000 media assets - within a 160TB archive - without losing track of a thing.
- Professional page layout in Adobe InDesign.
- Additional talents in filming, photography, lighting, streaming, and copywriting.
- Experienced in production company management and marketing strategies.

## Recent Projects | Post-Production

### Trek Central | Pilot Episode

"Just received the video you edited for Trek Central... WOW! I, and the team, are seriously impressed, dare I say blown away by the quality of the video. Not only have you captured our style, but adapted it to something modern and vibrant that still fits the content we're talking about. This is simply fantastic!"

Jack Trestrail | Director & Executive Editor | Redwood Media Ltd



### Storm | Spec Project

My original commission was to edit a trailer promoting the film project of a local CGI artist. At the client's request my original cut was made to the film's slow classical score. But, I was never entirely happy with the piece. Here, it is re-imagined here as a teaser for a fictitious game; edited to a more appropriate track.



### Sky AdSmart | Entertainment Teaser

Sky granted access to their top entertainment shows to produce a promo to attract advertisers to TV. It is interspersed with some of my own commercial production work. I'm proud of this, not only as a pleasing example of a high-pace music edit, but because Sky played it at the Royal Television Society Awards.





## Case Study | Razorwire Energy



1h  
Holy shit Tom, what an ad 😂 Certainly  
ticks boxes of bold, in your face

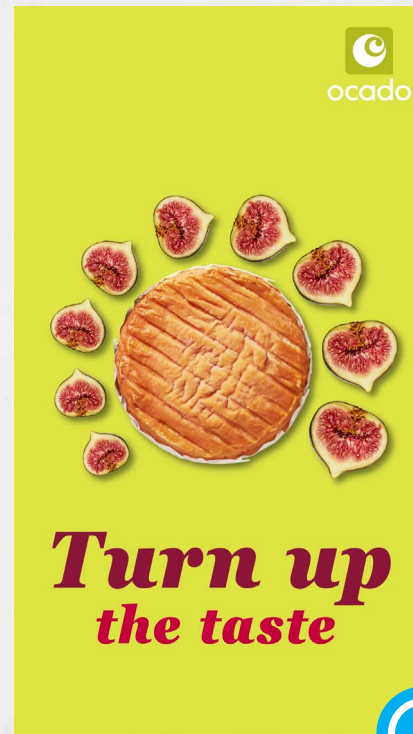
“No! We’ve advised from the start that an air-horn early on is a problem. This ad is already pushing beyond what we’ve allowed before for energy drinks, and the air-horn takes it even further!”

- Clearcast

## Case Study | Ocado

“ You surpassed all our expectations throughout the entire creative process, coming up with very diverse and interesting creative concepts, being very flexible with feedback and turning around iterations very quickly. Extremely easy to work with, and everyone internally was impressed with the finished assets. ”

Clarence So | Senior Strategy Manager | Ocado.com



**The Instagram Stories for Ocado were created using nothing but static photography supplied by the client.**

I split the images into component parts, allowing me to add movement to items within the image, to this I added animated text, music and sound effects. I prepared the finished ads for Ocado in 4:5 and 9:16 vertical aspect ratios. In order for Ocado to evaluate the effectiveness of their campaigns I also created static image banners of the ads for A/B testing.





### Winner's Podium

The Winner's Podium Instagram Story was created entirely from supplied product photography, enabling the bottle and brand offer to be revised frequently and easily updated.



### The Wine Snobs

I created 3x 15 second Facebook ads based on a historic woodcut illustration. I added speech bubbles to convey a comedy element that can be viewed with or without sound.

“We set a challenging brief for this project. We had a long and varied wish list. But when we saw the storyboards, we breathed a sigh of relief!”

Clare Sayers | Naked Wines



## Skills | Design and Copy

I've written and designed 200+ proposals for television and social media campaigns.

At the conclusion of a highly successful pitch meeting the client put down his water, leafed to a page in my deck, and ran his finger along a sentence in my copy – “That line there, that’s why we chose you.”

Yeah, that does sound like it’s been lifted straight from an episode of Mad Men. But the guy really did say those exact words! I was delighted, I felt like Don Draper. I’d spent almost a week drafting the copy for the proposal. His reaction to such a relatively small element of the whole proposal reminded me to never underestimate the power of a single sentence.

I don’t just write, I also design the layout. I’m a heavy user of Adobe InDesign. I write the proposal, design the proposal, pitch the proposal, and then - cherry on the top - I produce the project too.



For bookings and professional enquiries  
**vaughanmountford.com**



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