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SUMMARY

I'm a Director and Editor who thrives when solving creative problems for my clients.

I have over 10 years of directing television experience and 10 years of editing experience, and I'm passionate about bringing these two skill sets together to create cohesive, high-quality videos that meet my clients' needs.

My work as an editor has complemented my work as a director and vice versa. My work in television has also given me a unique perspective on editing. When working on television shows, there's always a need for quick turnaround and high-quality output—so I know how to meet tight deadlines while still producing work that meets industry standards.

I have worked across various types of digital content, including creating brand recaps and social media posts, as well as editing video content for apps and websites.

My work as a director has helped me develop a keen eye for visual storytelling. I also have experience working with brand guidelines and motion graphics, which means that I am able to adapt quickly to new formats, styles and techniques.

I am always learning new things about the art form, experimenting with different techniques and discovering new ways of working which has helped me grow into what my clients need from me today: a director that delivers content that meets their needs in whatever format they require.

Anthony Richard Thomas

DIRECTOR & EDITOR

PROFESSIONAL EXPERIENCE

Mentor

Jan '23

I was asked to be a mentor for Learning the Ropes - a 6-month mentoring programme for 20 young creatives aged 18- 24 currently underrepresented in the TV industry who are looking to get into all areas of production. The programme is a collaboration between Dermot O' Leary's Tuskar Trust, Thames Fremantle and non-profit A New Direction to ensure the underrepresented are represented in TV. A great opportunity for me to give back.

Studio Director

Dec '21

A Musical Family Christmas With The Kanneh-Masons; MacLarty Brown Media/BBC2

Creatively directed 7 classical musical performances in two days on a tight budget. Worked closely with my Director Of Photography to develop a cool and contemporary look that really works for TV takes on classical music.

A particularly fresh take on this type of program, and quite a few people at the BBC in the Arts world have been talking about how the programme shot classical music in a new contemporary way.

The show did great: it aired on Christmas day and was one of the top three shows on TV that day, in the company of The Great British Bake Off. We're hoping it'll get up towards 1.5 million once iPlayer figures come in too!

We won an RTS Factual & Specialist Factual Award - was a testament to the quality of the final performances as well as the whole program.

Performance & Interview Director

Feb '21 - Nov '21

BRITs; Somethin'Else

I was called in by the Rising Star team to direct two music performances at Abbey Road studios; Griff and Rina Sawayama. Each performance had to be different in style, and I had to direct them under covid regulations so maximising our shooting time was critical.

I improved the visual style compared to previous performances. I achieved this by using my regular Director of Photography and a young Lighting Technician I worked with on a passion project. We made a great combination, as seen in the final performances.

Considered among the best Rising Star performances ever. They received great press reviews for the BRITs brand and I was called back to direct another 3 performances for Rising Star '22 along with the BRITs Red Carpet Show Live.

Director & Editor

Jul '21 - Aug '21

Nike X Virgil Abloh Off-White Dunk series; Lux Monkey/Hotel Creative

I worked with the team at Hotel Creative to create a series of social media films for the Nike SNKRS app, to promote their Off-White x Virgil Abloh collaboration.

The problem was that we had high resolution video footage, but we wanted it to have a Retro VHS look and feel. I solved this by using a combination of visual effects to make the footage look low resolution.

I managed workflows and delivered final assets to meet client feedback. I also had to deal with editing in multiple languages, which made this especially challenging!

But ultimately it was worth it—we got great feedback from our client: "All the GEO teams are super happy about it and overall we're getting great feedback on all the content so great work!"

KEY SKILLS

Directing
Performance Directing
Multi-Camera Directing
Series Directing
Editing
Camera Operating
Lighting
Digital Content

Creative Director & Editor

Jan '07 - Dec '20

Lux Monkey | London

I joined Lux Monkey as a freelance director, but quickly became the creative director of a small and very experienced creative team. Our clients included a range of global companies, including Nike, Chanel and Sony.

With my TV experience, I was able to bring an extra level of quality to our projects. I also worked closely with the Nike brand which, with its values in mind, led to a relationship that continues today.

My role at Lux Monkey allowed me to develop new skills like editing, which I now do to a professional standard. I've also had the opportunity to work directly with clients and marketing departments—and other creative agencies—to create content that meets their needs.

One of the most exciting parts of working at Lux Monkey was being able to tackle creative challenges head-on—like making a swing out of bra material for a lingerie client!

Or filming England rugby players performing kicks and dives in front of a live audience at Nike Town London—all while making sure their video went viral with over 1 million hits!

Director of Photography - The Last Pirates - Acme TV/BBC4 - April - June 2017
Director of Photography - Hip Hop World News - Acme TV/BBC4 - May - August 2016
Director, Editor - Triumph Lingerie Fall Winter 2015 - Lux Monkey August 2015
Director, Editor - Paul Hollywood's What Went Wrong - Lux Monkey April 2015
Director, Editor - Chanel Training Academy - Lux Monkey September 2013
Multi-Camera Director - The Mo Ibrahim Foundation Concert and Ceremony Dakar - Nov 2012
Director, Editor - Boots No7: Foundation Match Made Service - Lux Monkey - August 2012
Multi-Camera Director - Nike World Basketball Festival, Brixton Academy - June 2012
Director, Editor - Sony 'Move' - Online advert for new wireless speaker system - March 2012
Live Action Director - Shrinking Lives Holograms - Red Consultancy/Mundipharma: Sept. 2011
Director/Editor - Nike+ Interactive - Lux Monkey - October 2011
Director - Nike England Rugby Team live in-store video shoot - Lux Monkey - March 2011
Live Director - The Mo Ibrahim Prize: Mauritius - Lux Monkey - November 2010
Director/Editor - Boy Blue Entertainment Promo - Lux Monkey - June 2010
Director/Editor - Nike D-Clash Promo & Teaser 2009
Multi-Camera Director - The Human Race: 2008 & 2009
Multi-Camera Director - Danceclash - 2007
Series & Performance Director - Sound - Pilot -BBC June - August 2007
Series Director - Musicool - C4/Shine- Jan – May 2007
Series Director - The Pepsi Max World Challenge - Freedom TV/C4 - Dec 2005 – May 2006
Series Director - Hip Hop Candy - MTV/Keo Films - Jan 2004 – Apr 2005
Performance Director - Trevor Nelson's Lowdown - BBC3 -2004
Series Director - G-Girls - C4/Two Four Productions - Jan - Winter 2003
Studio and Performance Director - T4 - Channel 4 - 2002 – 2004
Series Director - Ian Wrights SPY TV - BBC1/Initial/Endemol- Autumn - Winter 2002
Series Director - Bar Wars - C4, Initial/Endemol - Summer 2001
Series Director Flava - C4/ Brighter Pictures '99 - 2001
Director - Planet Pop (Series 1 - 4) Channel 4/Straight TV
Director - G-Spot (Series 1 - 2) Granada/Straight TV - Winter '98 – '99
Director - One Globe One Skate - MTV Networks UK

EDUCATION

BA (Hons) Art & Design
Staffordshire University | Stoke on Trent